

# The Great KING NOVELTY CO.

## FREE

Catalog

No. 79

## FREE

OF EXTRA CHARGE

OF EXTRA CHARGE

### BEAUTIFUL GIFT

### WITH YOUR ORDER



**AUNT SALLY'S LUCKY DREAM INCENSE**  
 GIVE YOUR INITIAL AND BIRTH MONTH  
 NO. P-389  
**FREE** ON A \$1.00 ORDER

**BIRTHMONTH RING**  
 NO. P-396  
**FREE** OF EXTRA COST ON A \$2.00 ORDER

JUST WRITE NUMBER OF GIFT YOU WANT and WE SEND IT WITH YOUR ORDER

**BIRTHMONTH NECKLACE**  
 NO. P-400  
**FREE** OF EXTRA COST ON A \$2.00 ORDER

**EGYPTIAN WITCH DREAM BOOK**  
 NO. P-393  
**FREE** ON A \$1.50 ORDER

**BLACK CAT Candle**  
 NO. P-387  
**FREE** OF EXTRA CHARGE WITH A \$1.00 ORDER

**GOOD LUCK COIN**  
 NO. P-391  
**FREE** OF EXTRA COST ON A \$1.50 ORDER

**TRUE LOVE PERFUME**  
 NO. P-394  
**FREE** OF EXTRA CHARGE ON A \$1.50 ORDER

**PEN and PENCIL Combination**  
 NO. P-402  
**FREE** OF EXTRA CHARGE WITH A \$4.00 ORDER

**ONE HALF DOZEN SILVER PLATED TEASPOONS**  
**FREE** OF EXTRA CHARGE WITH \$3.00 ORDER

**DIXIE GIRL EARRINGS**  
 NO. P-403  
**FREE** OF EXTRA COST ON A \$2.00 ORDER

**RABBIT'S FOOT**  
 NO. P-392  
**FREE** OF EXTRA CHARGE ON A \$1.50 ORDER

**FLASHY HORSESHOE STICKPIN**  
 NO. P-388  
**FREE** OF EXTRA CHARGE ON A \$1.50 ORDER

**POCKET COMB**  
 NO. P-390  
**FREE** OF EXTRA CHARGE ON A \$1.00 ORDER

**Sweetheart EARRINGS WITH INITIALS**  
**FREE** OF EXTRA COST WITH A \$1.50 ORDER

**MAGNETIC COMPASS RING**  
 NO. P-385  
**FREE** OF EXTRA CHARGE ON A \$1.00 ORDER

**3 WISE MONKEYS RING**  
 NO. P-386  
**FREE** OF EXTRA CHARGE ON A \$1.50 ORDER

**LUCKY CHARM BRACELET**  
 NO. P-395  
**FREE** OF EXTRA CHARGE ON A \$1.50 ORDER

**RELIGIOUS RING**  
 NO. P-397  
**FREE** OF EXTRA CHARGE ON A \$2.00 ORDER

**GENT'S IMITATION DIAMOND RING**  
 NO. P-398  
**FREE** OF EXTRA CHARGE ON A \$2.00 ORDER

**RELIGIOUS RING**  
 NO. P-397  
**FREE** OF EXTRA CHARGE ON A \$2.00 ORDER

Dear Friend:—Select any of the Premiums shown here. Write the Number of the Gift you want. Remember the larger your order the more you get FREE of extra charge.

**FREE** OF EXTRA CHARGE WITH A \$2.00 ORDER

Make your order large enough to get any one or perhaps several of these Beautiful Gifts FREE of extra charge. The larger your order the more Gifts you may choose.



# WHAT MONTH WERE YOU BORN IN? WEAR THIS ZODIAC RING for Your BIRTH DATE



**AQUARIUS**  
JAN. 20 to FEB. 19



**PISCES**  
FEB. 20 to MAR. 21



**ARIES**  
MAR. 21 to APR. 20



**TAURUS**  
APR. 20 to MAY 20



**CAPRICORN** • DEC. 22 to JAN. 19



**LIBRA**  
SEPT. 23 to OCT. 23



**SCORPIO**  
OCT. 23 to NOV. 22



**SAGITTARIUS**  
NOV. 22 to DEC. 21

EACH ONLY **50c**

EACH ONLY **50c**

It is a well known fact that Ancient Astrologers believed that every person's Birth Date was associated with the Sign of the Zodiac. You were born on a certain Date! Astrologers have said that your Future Life is influenced according to the positions of the Planets and Stars at the time You Were Born. The Author of a Book mentions that the Influence of Human Fortunes ascribed by Astrologers to the Heavenly Bodies is conceived to be strengthened by wearing the Gem appropriate to certain Planets or Signs. The wearing of the appropriate Zodiac Gem was always believed to strengthen the Influence of the Zodiac Sign upon those born under it. It is told by old Astrologers that every house or Sign of the Zodiac had certain Fortunate Stones or Gems, and when these were worn for the correct Sign it would bring about many Good Influences, such as GOOD LUCK, Constancy in LOVE, PROTECTION from Harm, etc. Astrologers have given each Sign of the Zodiac a name, which is typical of those born under its so called Influence of the Zodiac Sign.



**GEMINI**  
MAY 21 to JUNE 21



**CANCER**  
JUNE 22 to JULY 23



**LEO**  
JULY 23 to AUG. 23

## GET READING WITH RING

Order this Beautiful Zodiac Ring for the Sign of your Birth Month and get FREE of extra cost a Zodiacal Reading. Be sure to order your Zodiac Ring TODAY. Send piece of string for finger size. GIVE BIRTHDATE.

Order by No. J-719

Price Only..... **50c**

though it might be believed by some that the wearing of the Zodiac Ring might help the Stars or Planets influence their future life, or that the wearing of the Zodiac Ring might be of Great Benefit to them, we make no claims like this or that it has any supernatural or extraordinary power and sell only as a very Beautiful Ring. Order your Zodiac Ring NOW for the Zodiacal Sign under which you were born. These Zodiac Rings are Truly Beautiful. Each one consisting of a simulated Birthstone with Beautiful, Raised, Embellished figures of the Sign of the Zodiac. You must pick out the Ring for the time you were born.

**NOTE:** Get two of your friends to each order a Zodiacal Ring, and you get Three for \$1.00.



**GO-BO RING**  
The GREAT  
BEAUTIFUL JEWELRY

Here's an Elegant looking GO-BO or Sheik's Head Ring. Very Oriental looking. FINE STERLING SILVER MOUNTING. This Ring is really and truly something different from anything you've ever seen. Your Friends should gasp with Amazement when they see this Ring on your Finger. It is truly a Beauty. If you do not say it is worth every penny that you spent, return it, and we will give you your money back. You have to see this Ring to appreciate it. Order now and ATTRACT ATTENTION everywhere you go. Send piece of string for finger size.

No. J-722

Price Only..... **\$2.00**

## ALLEGED LUCKY LADY RING



IT'S A BEAUTY

Almost everyone has heard the expression that when a Lady Bug gets on you, it means GOOD LUCK to you. Well, now you don't have to wait until a Lady Bug comes around, because you can wear this Ring, which the Manufacturer has called the LUCKY LADY Ring. Whether it will bring you GOOD LUCK or not, we do not claim, but we sell as a very Elegant Ring. Embellished with the words "LUCKY LADY." Send piece of string for size.

Order by No. J-720

Price Only..... **50c**

ARTIST'S CONCEPTION of LUCK in LOVE



WE CALL THIS  
**JOHN the CONQUEROR RING**  
ORDER YOUR RING TODAY

Do you know that in Ancient times many people craved the wearing of a Ring with a Man in Armor on it. Such a Ring was supposed to PROTECT both the Wearer, and the place, where the Ring might be, from EVIL. Curious Amulet Rings of a similar type to this have been sold in the past, and are worn at the present by many people in different Countries as GOOD LUCK Symbols. We, of course, make no claims that this Ring will PROTECT from EVIL, or bring GOOD LUCK, and sell only as a Beautiful Curio Ring. Because the Design looks so Strong and Powerful we have named this Ring the JOHN the CONQUEROR Ring. Order NOW! Send piece of String for size.

Order by No. J-723

Price Only..... **50c**

SEND ALL ORDERS TO **W. G. NOY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.





**EGYPTIAN WITCH  
DREAM BOOK  
1000 DREAMS**  
and **RABBIT'S  
FOOT**  
**\$1.05  
VALUE**

**ALL 3  
for only  
49¢**

**HERE'S A BIG BARGAIN**  
Your chance now to get  
\$1.05 Value for only 49c.  
Here is what you get:  
1 Witch's Dream Book...35c  
1 1000 Dream Book...25c  
1 Rabbit's Foot...50c

Total Value....\$1.05  
Get All Now at Low Price.  
No. A-551—All 3 for 49c

**LUCKY MOJO  
Alleged GOOD LUCK**

On this COIN you will  
find designed some of  
the most famous  
emblems of LUCK as  
follows: Horseshoe Nail,  
Lady Luck, Four Leaf  
Clover, Horseshoe,  
Wishbone, Happy-Go-  
Lucky, Indian Luck,  
Gypsy Luck, Lucky Mo-  
Jo Heads, Truth, Love,  
and Romance.  
Carry all of these  
in your pocket  
at one  
time.



**FREE  
OF EXTRA CHARGE**

**BOTH  
50¢**

With each alleged GOOD  
LUCK Coin we will give  
you FREE of extra cost,  
this alleged GOOD LUCK  
Ring, on which is designed  
3 well known emblems of  
GOOD LUCK. Send size.

No. K-10...50c



**Alleged  
GOOD LUCK  
RING**

**DRESS-UP JEWELRY SET**

**FANCY BUTTON  
EARRINGS**

Dainty figured design. Eight  
Brilliant, Dazzling Rhine-  
stones surrounding Bright Red  
Brilliant. For Unpierced Ears.  
They are truly Beautiful.

**FANCY DINNER  
RING**

Sparkling, Bright Silver color  
metal. Set with 11 Dazzling,  
Brilliant Rhinestones. Looks  
similar to a \$300.00 Real  
Diamond Ring. Send piece  
of string for finger size.

**GET BOTH AT  
BARGAIN PRICE**

Dress up with Both the  
Beautiful Earrings and Fancy  
Ring. Attract Ad-  
miration with this  
Fine Jewelry.

No. J-343  
Both only. 39c



**BOTH  
39¢**

**LADIES HOSE and PERFUME  
COMBINATION OFFER**

**HERE** is a special **HOSE** and  
**PERFUME COMBINATION**  
you can't afford to miss. It's a real  
bargain! Full length ringless Lustrous  
Rayon Silk Hose, reinforced Heel and  
Toe, and stretchy welt. Reinforced  
Heels and Toes so they last longer.  
Very Fine Quality.

**Have Pretty Looking Legs**

Wear Lovely Hosiery.  
Women were made with  
pretty limbs—show them off  
to the best advantage by  
wearing Beautiful Hose.  
**LATEST SHADES**

**COLORS:**—Sun Tan,  
Aristocratic Brown,  
Dark Brown, Hi-  
Tan, Gun Metal,  
Gray, Beige.

**SIZES:**—8½, 9,  
9½, 10, 10½.  
State Size & Color.

**PERFUME GIVEN**

With each pair of  
hose you get a big  
bottle of **HOLD  
YOUR MAN PERFUME**. Keep smell-  
ing Sweet, and Help **ATTRACT** the  
man you love. Help **Hold Your Man**.  
Help keep him around by Smelling  
Sweet with the use of this Perfume. A  
wonderful name for this Sweet Odor.

No. K-14.....BOTH ONLY 39c



**HOLD  
YOUR MAN  
PERFUME**

**BOTH  
for only  
39¢**



**LUCKY BROWN  
HOOP EARRINGS**



**BOTH  
FOR  
\$1.00**



Here is a pair of real  
High-Grade Hoop Ear-  
rings, that any Lady or  
Girl should be proud to  
wear. Guaranteed Rolled  
Gold Plate. Should wear  
for years and years.  
Earrings are twice  
the size shown in  
picture. For Pierced  
Ears. Surprise your  
Sweetheart, Hus-  
band, and Friends.

**PERFUME  
GIVEN**

You pay regular price  
of \$1.00 for Earrings,  
and get alleged **LUCKY  
JOCKEY CLUB** Per-  
fume FREE of extra  
cost. Sweet, Lasting  
Fragrance. Just pay  
regular price of \$1.00  
for Earrings, and Per-  
fume will be sent along.

No. K-40  
Both.....\$1.00



**FREE OF EXTRA  
CHARGE**  
**Alleged LUCKY  
JOCKEY CLUB**

**BIRTHSTONE RING and PIN OFFER**



**BOTH FOR  
39¢**



**Wear your BIRTHMONTH  
Ring and Pin Combination**  
to Match. Each Birthmonth  
Pin is beautifully made  
with Floral design, Rich  
looking Gold color finish. Set with large simulated  
Birthmonth Stone. Also a Beautiful Gold color Birth-  
month Ring. Attractive, Engraved effect Mounting, set  
with proper simulated BIRTHSTONE to designate  
Month of Birth. Wear **BOTH BIRTHMONTH Ring and  
Pin** to match for the Month of your Birth. Send string or  
strip of paper for finger size. State Month.

No. K18—Both Ring and Pin. ....**39c**







# Candles

**CANDLES** have been used in Mysterious Voo-Doo Practices for various purposes. One Book mentions the **New Orleans Spell**, which was worked by **Four Nickels** arranged in the form of a Cross with a Candle at the Head and Foot. It also mentions that Candles are regarded as a **Protection Against Spells**. Another Author tells us Candles have been used, such as: **Green Candles** to break up Love Affairs; **Red or Pink Candles** to make a Man Come Home; **Red for Victory**; **Blue Candles for Love**; **Yellow for Money**; **White for peace and to Uncross**; **Black Candles for Invoking Spirits**.



One Book tells us that **Six Red Candles** have been used to **Win in Love**. 60 pins were stuck in each Candle—30 on each side. A small paper with **Sweetheart's name** written on it was placed under the Candle. The advice given was to burn one Candle each Night for 6 Nights. For many of our customers who are interested in **Burning Candles**, we can now supply you with our **BLACK CAT Brand Candles**. We make no claims that these should be burned for **LUCK** Purposes, or for any supposed supernatural Powers. We do know that **Burning Candles** gives much satisfaction to many people. Order as many as you want. Save Money when you buy a Dozen.

**COLORS**—Red, Green, Black, White, Yellow, Blue Orange, and Pink.

**No. A-311**—Two Candles (Give Color). Price. **25c**

**No. A-311B**—1 Doz. **BLACK CAT Candles** in

Box (Assorted Colors). Only. **\$1.00**

Candle Wick Anointing Oil with each Dozen.



## LUCKY MO-JO Brand Candles



**CANDLE BURNING** is an old custom which has survived since Biblical Times. In the Church **CANDLES** have been burned at High Mass, Baptism, etc. We believe that many people derive great satisfaction in **BURNING CANDLES** for any purpose according to their own Heart's Desire. **LUCKY MO-JO Brand CANDLES** are made from the Highest Quality Ingredients, and are guaranteed to give Good Satisfaction. Because the **BURNING of CANDLES** has been associated with Mythology, Superstition, etc., we thought it would be amusing to our customers to receive a **Zodiacal Reading** with each Box of **LUCKY MO-JO Brand Candles**. We have also assorted these Candles in our selected special **COLORS** for any particular Birthmonth. We do not claim that the burning of Candles with these **COLORS** has any special significance, but thought our customers would be pleased in receiving an assortment of **CANDLES** as follows:

### IF YOU WERE BORN IN

- JAN.**—We furnish Red and Black Candles.
- FEB.**—We furnish Yellow and Blue Candles.
- MAR.**—We furnish Blue and Green Candles.
- APRIL**—We furnish Green and Yellow Candles.
- MAY**—We furnish Blue and Old Gold Candles.
- JUNE**—We furnish Red and Blue Candles.
- JULY**—We furnish Green and Black Candles.
- AUG.**—We furnish Red and Yellow Candles.
- SEPT.**—We furnish Old Gold and Black Candles.
- OCT.**—We furnish Green and Old Gold Candles.
- NOV.**—We furnish Yellow and Black Candles.
- DEC.**—We furnish Yellow and Red Candles.

**PRICE PER PAIR 50¢**

**STATE BIRTH MONTH**

Order by **No. A-315**..... **50c**

**TWO EXTRA LARGE CANDLES IN BOX**

**FREE OF EXTRA COST ZODIACAL READING CHART**



### SEVEN DAY CANDLE SET

Enough Candles to Burn 7 Days and 7 Nights without stopping. One Dozen 15 Hour Candles with Ruby Glass. Enough Candles to burn one solid week. These Candles have been used for various Religious Purposes. In some homes candles are kept burning in Religious Devotion.

**No. A-308 \$1.25**



### Bayberry Candles



A verse that comes with each Box of Candles is as follows: "A Bayberry Candle, Burned to the Socket, Brings LUCK in the House, Food to the Larder, And Gold to the Pocket." We make no claims that **BAYBERRY CANDLES** bring you **WEALTH, LUCK, or HAPPINESS**. Sold only as Very Fine-Quality Candles. Two Green color. Sweet Smelling **BAYBERRY Candles** are packed in a Pretty Box.

**A-314—Price 35c**

**C/O D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



# The Great GO-BO Brand Novel

## NUMBER

### Incense

Just take a piece of INCENSE out of the Box and light it. Then watch the NUMBERS COME OUT in the ASHES.

#### NUMBERS APPEAR IN BURNING ASHES

Are you interested in NUMBERS? For Centuries thousands of people have always been attracted by the Mystery of NUMBERS. Numerologists and Mathematicians have written books about NUMBERS. What do NUMBERS mean for in your life? What combination of NUMBERS do you like best? You can have great amusement with this GREAT GO-BO Brand Novel NUMBER Incense. Burn a piece and see what NUMBERS Come Out.

**BUY A BOX AMAZE YOURSELF**



No. A-201C  
Price Only  
**50c**

**AMAZING  
AMUSING  
ASTOUNDING**



**NUMBERS GUARANTEED TO COME OUT IN ASHES OR YOUR MONEY BACK**

### NUMBERS COME OUT IN ASHES

The GREAT GO-BO Brand Novel NUMBER Incense seems to be the most Weird looking, the most Mystic looking Incense known to man. Just Burn a piece and see for yourself—NUMBERS appear almost like MAGIC in the ASHES. Like the Handwriting on the Wall. You'll be Amazed. You will Marvel! Unfailingly—Without a falter—Little by Little—Surely—each NUMBER creeps into Form. Buy a Box Now. See this MYSTIC PERFORMANCE yourself. You should be pleased. Many of our customers might buy this Incense believing they are going to get a LUCKY NUMBER, but we, of course, make no claims to this effect, and sell only as a very New, Novel Incense. When lighted and burned NUMBERS appear in the ashes, but we do not claim that these Numbers are of any value. Great Fun and Amusement can be derived, and you might amuse yourself with different Games that might be interesting when burning this Incense. **NUMBERS GUARANTEED TO COME OUT IN THE ASHES.**

**ORDER BY NUMBER A-201C**

**Big Box 50¢ or 3 for \$1.00**

**C.O.D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**



# FAST Scrubbing Essence

ANY ONE  
PRODUCT on this  
PAGE \$1.00  
OR ANY 3 FOR  
\$2.00



A Book that tells about Conjure mentions the following: **FAST Scrubbing Essence** a mixture of 13 oils. It mentions that this **FAST Scrubbing Essence** has been burned with **Incense for Fish Fry LUCK**. Business Success, and we assume that this mixture has been used for any sort, or all kinds of **LUCK** Purposes, such as, **Winning in LOVE, GAMES, MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be valuable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book.

**DIRECTIONS** on each bottle are as follows: Pour into pail of water for scrubbing and washing floors, cleaning doorsteps, etc. Get into corners of rooms, closets, and dark places. **Very Strong**—Use only few drops. Try a Bottle yourself. Only a few drops needed, because it is very Strong, and use when **Scrubbing Floors, Washing Doorsteps, Washing Clothes, Sprinkling in Drawers and Closets**, etc. Its Delightful Sweet Fragrance smells so good and assists in making home life more Pleasant. Remember:

**FAST SCRUBBING ESSENCE** is made from Concentrated OILS and is there-

fore **VERY STRONG**. A little goes a long way.

No. A-409 **\$1.00**  
Price Only

3 for Only \$2.00



\$1.00  
or  
3 for  
\$2.00



## WATER of NOTRE DAME

**BIG SELLER**

This Book that **WATER OF NOTRE DAME** is Sprinkled about the Home to make Peace. We, of course, do not sell for this purpose, and make no claims that it brings about any Supernatural effect. We Offer as a Curio to people who would be interested in obtaining **WATER OF NOTRE DAME**, and make it exactly according to the formula mentioned in the book. We do feel that when it is Sprinkled around the Home and used according to Directions it will create an aromatic Sweet smelling, Pleasant, Enjoyable Atmosphere. Sprinkle in Corners of Room, in Closets, in Drawers, in Water for Washing Clothes, etc. Order your Bottle of **WATER OF NOTRE DAME** Now. Directions on bottle.

Order by No. A-410  
Price Only

3 Bottles for Only \$2.00

**\$1.00**



\$1.00  
OR  
3 FOR  
\$2.00



## HAS-NO-HARRA Perfumed Lotion

A Book tells us about various Paraphernalia of Conjures **LUCK** to Gamblers. Whether this is so or not, we cannot vouch, but we are acquainted with the fact that preparations and articles of this, or similar nature have been used by many people for such things as bringing about **Winning in Money Matters**, as well as **Love Affairs**. However, we make no claims that **HAS NO-HARRA** will bring about any Supernatural, Uncanny, or Unearthly Accomplishments, and sell only as a Curio. We, however, have made it up according to the same Formula that is given for the Genuine **HAS NO-HARRA**. The bottle that it comes in is Beautiful and Artistic. Directions on Every Bottle.

Order by  
No. A-411  
**\$1.00**

3 Bottles  
for \$2.00



\$1.00  
EACH 3 for \$2.00

ARTISTS'  
CONCEPTION OF  
GAMBLER WINNING

## 3 JACKS and a KING PERFUME



SWEET PERFUME  
HELPS ROMANCE

**STRONG, VERY  
GOOD; LASTING  
FRAGRANCE**

It is mentioned in a Book that Perfume of this name has been used to bring **LUCK** to Gamblers. We, of course, make no claims to this effect and sell only as a very Excellent Perfume that can be used by both Men, as well as Women. Put a little on your handkerchief, clothes, before going out, and create about you a Refreshing, Delightful, Attractive Fragrance. Order yourself a Bottle of 3 JACKS and a KING Perfume.

Order by No. A-203P

\$1.00  
EACH 3 for \$2.00



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.





# Essence of BEND-OVER

Here is a strange name, but evidently this **ESSENCE OF BEND-OVER** has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE OF BEND-OVER** has been **USED TO RULE AND HAVE YOUR WAY**. From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE OF BEND-OVER**. We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire **ESSENCE OF BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet and Pleasant. Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears to keep a delightfully fragrant, Enticing aroma about your person. Also sprinkle in your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

**No. A-412**  
**Price Only ... \$1.00**  
 3 Bottles for \$2.00



**PRICE**  
**\$1.00**

A Book that tells about Folk Beliefs mentions that **BUCKEYE** carried in the pocket, was believed to surely bring **GOOD LUCK**. It also mentions in the same book that a **BUCKEYE**, a Rabbits Foot and a Ham Bone are put together for **GOOD LUCK**. We, however, do not sell this **BUCKEYE** for any of the above mentioned purposes, and sell only for its value as a Curio. Each **BUCKEYE** individually packed in box, and sold to you under **MO-JO Brand Name**.  
**A-220G . . . Price 25c**  
**3 Boxes for 50c**

# ST. JOSEPH'S MIXTURE



**ALL THIS ONLY \$1.00**

Many of our customers are interested in **Curios**, and because of this, we want to tell you about **ST. JOSEPH'S MIXTURE**. One Book that mentions some of the articles used in Conjure states that **ST. JOSEPH'S MIXTURE** consists of the following: **Buds from the Garden of Gilead, Berries of the Fish, Wishing Beans, Juniper Berries, Japanese scented Lucky Beans, Large Star Anise**. We assume that this so called **ST. JOSEPH'S MIXTURE** was used by **Hoo-Doo Men, Conjurors**, etc., for bringing about **GOOD LUCK, WEALTH, RICHES, SUCCESS IN LOVE**, and for **Driving Away Evil Influences**, and any other things that might be desired. We, of course, do not sell for this purpose, and make no claims that it will bring about any Supernatural Accomplishments, and sell only as a Curio. We have prepared it as near as possible to the above mentioned Formula, and hope that you will be real pleased.

**Order by No. A-415**  
**Price Only ... \$1.00**

# GO-BO Brand STEEL DUST

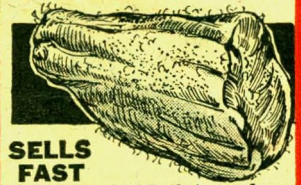


**HORSESHOE MAGNET**  
 For those customers who desire a genuine **HORSESHOE MAGNET**, which can be used to Attract Steel Dust, Lodestone Powder, Magnetic Sand. We sell for the small sum of only 25c.  
**No. A-417 Price 25c**

**STEEL DUST** has been in Big Demand by many people who are interested in **Curios, Luck Charms**, etc. In one Book that tells about Conjure it mentions that **STEEL DUST** is sprinkled over **BLACK LODESTONE**. It is called "Feeding the He, Feeding the She." It also says that **STEEL DUST** is Attracted by a **Horseshoe Magnet** to **DRAW PEOPLE** to you, and it is used to Get **Love, Trade**, etc. We make no claims that **STEEL DUST** will have any effect like that, or that it has any value when used as a Charm for **LUCK** to bring about Good or Evil. We know that many people are interested in possessing this **STEEL DUST** anyway as a Curio, and what they wish it for is, of course, their own affair. We sell only as a Curio. We are the only Company that sells it under the name, "Genuine **GO-BO Brand STEEL DUST**."  
**Order by No. A-416**  
**Price Only ... 35c**  
 3 for Only \$1.00



# WORLD WONDER ROOT



**SELLS FAST**  
 Here is a **ROOT** that we know would be very interesting to many of our customers who wish to possess one as a Curio. We have noted that in a Book that tells about Conjure it mentions that this **WORLD WONDER ROOT** is used in **Treasure Hunts**. It says "Bury a piece in the 4 Corners of the field, also hide it in the 4 Corners of your House to keep things in your Favor." We, of course, are not responsible for this statement and do not claim that this root has any value to bring about **GOOD LUCK**.  
**No. A-414 Price 50c**  
**3 for Only \$1.00**



**LUCKY**

**GO-BO Brand Hindu Style INCENSE**



**VERY FINE INCENSE—NEW DELIGHTFUL FRAGRANCE**

Burn **LUCKY GO-BO Brand Incense**. You will admire its Enticing, Sweet, Refreshing Fragrance. Keep your Home and surroundings smelling Good. People like to visit you when they come into a Sweet smelling, Pleasant Atmosphere. Folks who want to rent their rooms—Take this Tip! Burn **LUCKY GO-BO Brand Incense** in your

Home. It smells so good, people should like to rent rooms from you.

**Was Burned for Luck**

And here is something else about **Incense** that you would like to know. The burning of **Incense** for **LUCK, GOOD FORTUNE**, Religion, was a secret belief to Ancients, Orientals, and people of many faiths and Religions. Whether **Incense** will Drive away, Enemies, or Bring **GOOD LUCK** is a matter of opinion. We make no claims like this for **LUCKY GO-BO Brand Incense**, and sell as a very fine High-Grade **Incense**, that is surely worth the small price of 25¢, which we ask. Insist on **LUCKY GO-BO Brand**. Then you know it is good.

Order by No. A-201P  
Price Only ..... **25c**



**NEW and NOVEL, THRILLING—ENCHANTING-FRAGRANCE**—You know that women have been using **Perfume** since the days of Cleopatra, to make them more **ATTRACTIVE** to the opposite sex. There is something about **Sweet, Alluring Perfume**, that makes a woman or girl more **Feminine, Dainty, and Appealing**. We do not know if **LUCKY GO-BO Brand Perfume** would help in exciting the **ATTRACTION** of your **LOVED ONE**, but we do feel sure that it will be a great aid to every woman and girl who wishes to add that touch of **Feminine Charm**. **LUCKY GO-BO Brand Perfume** is made from the very **Finest Perfume Oils**. Guaranteed to satisfy Men and Women, or money refunded.  
**No. A-203M . . . . .**

**PRICE 25¢**

**GO-BO BRAND MAGNETIC LODESTONE**

Here's your chance. All Folks who wish a very **High-Grade Magnetic Lodestone**, can now buy a very nice size piece of **High-Grade, Guaranteed Magnetically Alive LODESTONE**. Packed in a special box, under the name "**GO-BO Brand**." Insist on your **Lodestone** coming with the "**GO-BO Trade Mark**"; then you know it is **Genuine and Full Strength Magnetic**. Mailed to you in plain wrapper, but there is one thing you can be sure of, and that is the **Genuine GO-BO Brand LODESTONE**.

Order by No. A-406  
Price Only ..... **50c**



There is no need for us to tell you about the **JOHN THE CONQUEROR ROOT**. It is well known that this root has been suggested and used by so called **Hoo-Doo Men, Voo-Doos, etc.**, as a **LUCK BRINGING Root**. The idea, we believe was that this Root should have been carried in the pocket or purse, or in a **Red Flannel Bag**, and in this way, it would act as an **Amulet and Charm** to all who possessed it. We make no claims to this effect, or that this Root possesses any **Supernatural Power** as a **Charm**, and sell only as a **Curio**. Each root packed in a **Special Box** under our **Brand name "GO-BO JOHN THE CONQUEROR ROOT"**. When you buy from us you are sure of getting a **HIGH-GRADE Root**, specially packed for you. Insist on buying "**GO-BO Brand**" Roots; then you know the Quality is **GOOD**.

Order by No. A-407  
Price Only ..... **50c**

**GO-BO BRAND CURIO BOX**



**THIS IS WHAT YOU GET:**

- One Piece Lodestone ..... Value 50c
- One High John the Conqueror Root ..... Value 50c
- One Low John the Conqueror Root ..... Value 50c
- One Piece Devil's Shoe String ..... Value 50c
- One Red Flannel Bag ..... Value 50c
- One Vial **LUCKY GO-BO Brand Perfume**, **FREE** of extra charge.

Many of our customers are very anxious to possess certain **Curios**, which have been well known as **LUCK BRINGERS**. While it is true that such articles as **John the Conqueror's Shoe, Magnetic Lodestone, Devil's Shoe String, etc.**, have been used for all sorts of superstitions, such as **Bringing LUCK, getting MONEY, Driving away Evil, getting Jobs, Bringing HAPPINESS and SUCCESS**, we of course, sell for no such purpose, or do we make any claims that these Goods are beneficial as **LUCK BRINGERS** and sell only as **Curios**. For our customers who desire this **Curio Box**, we have put all these articles in one box. Total value, if bought separately from us, would be **\$2.50**. But our price is **\$1.00**. We also give the **LUCKY GO-BO Brand Perfume** **FREE** of extra charge.

**A-408 \$1.00**

**SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.**



# JINK-O Brand INCENSE

**PERFUMES the HOME**  
DRIVES OUT the EVIL SMELL

**INCENSE**  
Has been used by many people in PRAYER RITES

**DELIGHTFUL FRAGRANCE**  
Helps make Home Life PEACEFUL and PLEASANT

**WONDERFUL SWEET SMELL**  
GIVES GREAT PLEASURE

**DRIVES OUT BAD, EVIL FOUL SMELLS**

**SWEET AROMA**  
HELPS CREATE AN ATMOSPHERE OF JOY and HAPPINESS

History regarding the use of Incense tells us that among other POWERS with which Incense was credited by Pre-Christian Religions, was that of Driving Away Evil Spirits, and in the course of time, under the influence of the book of Tobit, Christians also came to accept this Doctrine. This has been expressed in the Western forms for Blessing Censers and INCENSE. Another form prays to send into the INCENSE the Power and Strength of His Saviour, and again in another Form the Blessing is to Put to Flight the Demons (Evil Spirits), which may perceive the Smell of the Incense.

A Book on History of INCENSE mentions that it is Blessed that the Smoke may Drive Away the assaults of Uncleaned Spirits.

History tells us INCENSE has been used as a Sacrifice to the Deity; as a demofuge to Drive Away Evil Spirits; as a Symbol of Honor to a living person. Even though we know it to be a fact that many people in both the Past and Present Burn INCENSE to Drive Away Evil Spirits, Drive Out Bad Influences, and Bring Much GOOD LUCK, we make no claims to this effect or that it has any supernatural or extraordinary power. We have stated Facts regarding the History of INCENSE, because we feel that if our customers know this they might receive more Pleasure from the burning of our Latest Creation, JINK-O

INCENSE. This is a specially prepared INCENSE. Hand rolled, and made, for one hour or longer. Only necessary to BURN one LARGE CONE a day to keep your home sweet. Because this INCENSE must be made by Hand, we will try our best to fill your Orders Promptly, but due to the Big Sale we are having it might take a few days to get your Order, but we will do our very best.

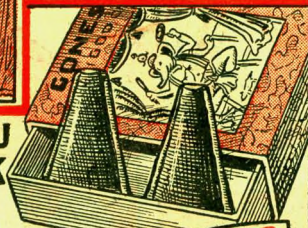
**PACKED IN FANCY BOX—ORDER YOURS NOW**

Order by No. A-210W

JINK-O INCENSE.....Price Only **50c**



## GONESH INCENSE



**GONESH HINDU GOD of LUCK**

**READ EVERY WORD** about this Famous GONESH INCENSE, named after the Hindu God of LUCK. A Book on Mascots and Charms tells us that the Hindoos wear Mascots shaped as Elephants, or other effigies of Ganesha to secure SUCCESS in any New Business. By doing so it was said that they gained Wisdom and Foresight, as well as ensuring that all obstacles are removed from their path. We have told you above what is meant by the word "Gonesh," the Hindu God of LUCK, but we make no claims that this has any special significance in making the Incense LUCKY or that it has any supernatural or extraordinary power.

**VERY BIG SELLER**

**Wonderful Sweet Smelling Fragrance**

The Manufacturer states that GONESH INCENSE, named after the Hindu God of LUCK, is the Best Hindu Incense, perfumed with Flowers and Spices of Hindustan. Its Fragrance is Truly Remarkable. We feel sure that once you buy it, you will keep using GONESH INCENSE regularly. Send us your Order NOW. We guarantee that you will like it, or refund your money.

No. A-201X—Regular Size—18 Cones. .... **25c**

No. A-201Y—Extra Large Size—48 Cones .... **50c**



## GOLDEN TEMPLE INCENSE

Here is a Big Box of INCENSE at a BARGAIN price. Folks should think they are

in Heaven when they enter your Home, and you are burning this fine GOLDEN TEMPLE INCENSE. The Manufacturer states that it produces a Supremely Intoxicating Fragrance. FOUR ODORS TO CHOOSE FROM: LILAC, ORIENTAL, SEVEN FLOWERS, CARNATION. Order NOW stating ODOR you want.

Order by No. A-201J  
Large Box, Price Only **25c**  
**6 BOXES FOR \$1.00**

**20 CONES only 25c**



## CHINESE STYLE MANDARIN INCENSE

THE MANDARIN WAS THE TITLE OF POWER

In Ancient China MANDARIN was a title of POWER and DISTINCTION.

Only a man of Excellent Character and Highest Prestige, could qualify for the honorary Title.

MANDARIN INCENSE is worthy of the name it bears. Delightful, Exquisite, Enticing Fragrance, 4 different Odors of Incense as follows: Wisteria—Blue Color; Jasmine—Red Color; Chinese Lily—Green Color; Lilac—Gold Color.

Order by No. A-201Z **25c**  
24 Cones, Price Only

**CONES IN FANCY COLORS**

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.**



# Look at this BIG BARGAIN

## \$2.20 Value for only \$1.00

LOOK at this Picture of ALL you can get for only a \$1.00 Bill. If you really want Live Magnetic Lodestone, to use for your own particular purpose, if you really want a new fresh piece of High John the Conqueror Root, you can now get BOTH for the regular price of \$1.00, and besides you get FREE of extra cost two Genuine BLACK CAT Brand Candles in the beautiful BLACK CAT Design Bag; and that's not all! You also get a vial of our Genuine LUCKY CAT Brand Perfume FREE of any extra cost. Remember, you only pay the regular price for the Lodestone, and the High John the Conqueror Root, which sells for 50c each, both for \$1.00, and besides, you get everything else FREE of extra Cost. We are listing below everything you get.

- 1 High John the Conqueror Root.....50c
- 1 Live Magnetic Lodestone.....50c
- 1 Black Cat design Bag.....50c
- 2 Black Cat Brand Candles.....20c
- 1 Vial Lucky Cat Perfume.....25c
- 1 Lucky Gobo Brand Incense.....25c

Total Value.....\$2.20

No. A-510  
ALL FOR ONLY **\$1.00**  
3 for \$2.50

**SAVE MONEY  
ORDER ALL  
THIS NOW AT  
CUT PRICES**



**PERFUME FREE OF EXTRA CHARGE INCENSE**



Here is a Ring that has attracted much attention. The manufacturer of this Ring states that this Symbol means "GOOD WIND," and can be taken for GOOD LUCK. The very ATTRACTIVE Red setting is set in a mounting that has two entwined Snakes on each side. It might interest you to know that the Snake's Head Talisman was worn by the Ancients to PROTECT its wearer from the Attacks of an Evil Being and around the Crowns of Kings as a symbol of POWER. When you buy this Ring, you really get 5 Symbols in one. Four Snake's Heads, symbolizing MIGHT and POWER, and the Beautiful, Chinese Style setting, symbolizing "GOOD LUCK." Even though many of our customers like to wear this Ring as a symbol of GOOD FORTUNE, GOOD LUCK, and to Drive Away Evil, we make no claims to this effect or that it has any supernatural or extraordinary POWER and sell only as a very Attractive looking Ring. You only pay the regular price of \$1.00, and get with every Ring one Piece of Strong, Magnetic LODESTONE.

Order by No. A-512  
BOTH ONLY.....**\$1.00**



My Good Friends, If you haven't tried VAN VAN Perfume yet, you don't know what you are missing. This Wonderful Perfume is really Strong and Good. It is well known that Good Sweet Perfume, when used by women, has helped Attract the men folks. While we make no claims that VAN VAN Perfume is Lucky in this respect, we do hope that it will give you great Satisfaction, and that if you wish to induce Love, because of Sweet Perfume, that this Wonderful VAN VAN Perfume should be a great aid to you. And that's not all we want to tell you! You don't have to pay one single, extra cent for this elegant VAN VAN Perfume. You get it FREE of extra cost when ordering the Famous, Original VAN VAN Brand INCENSE 50c and VAN VAN Brand OIL 50c—Both \$1.00. You also get FREE of extra cost the MASTER KEY, designed on Parchment Paper. \$2.00 Value for only \$1.00. Order now. Order by No. A-511  
GET ALL—PRICE ONLY.....**\$1.00**

**ALSO GIVEN Alleged MASTER KEY TALISMAN**  
ON PARCHMENT PAPER

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**\$1.00** BUYS ALL

ALL for **\$1.00**

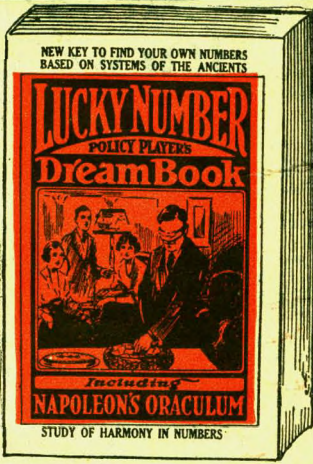
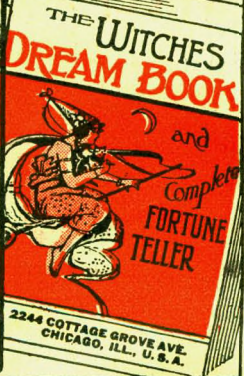
# ALLEGED ROOT DOCTORS' HAND



**A BIG BARGAIN \$1.00**  
ALL THIS FOR ONLY

A HAND made by an old-time Conjure Man consisted of the following: One piece of Samson Snake Root and a piece of "Devil's Shoe String." This was first wrapped in a piece of Black Cloth folded always toward the maker sewed with White Thread and then incased in a Red Flannel Bag. The Conjure man said that the whole should be thoroughly wet with Whiskey or Camphor at regular intervals and should always be carried with you. It was stated that such a Bag brings things to you and the twine-like roots of "Devil's Shoe Strings" ties them close and the folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods or that they have any supernatural or extraordinary Power and sell only as Curios. This Outfit of Curios consists of One Samson Snake Root, One "Devil's Shoe String," One Magnetic Lodestone, One Alleged GOOD LUCK Ring, One Witches Dream Book, One piece of Yellow Brimstone and One Red Flannel Bag. We assume no responsibility for claims made by the author of this Book. The Total Value of these Curios bought separately from us would amount to \$3.75 but if you order this COMPLETE OUTFIT Now, the price for all is Only \$1.00.

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Price Only ..... **\$1.00**



## LUCKY NUMBER DREAM BOOK

In this book you will find the Author's interpretation of DREAMS and NUMBERS to which they apply. Some of the contents are:—Dreams and NUMBERS; Good Combinations to Play; Table for Finding NUMBERS; Ladies' List of NUMBERS; Gent's List of NUMBERS; The Book also gives the author's explanation of the Dream. Many people would not think of being without one of these DREAM BOOKS. We assume no responsibility for claims or statements made by the author but only give his version. We hope you will get great amusement and pleasures from this fine Book.

No. B-612  
Price Only .... **\$1.00**



## HERE IS ALL YOU GET FOR ONLY \$2.98

- 1 Lover's Secrets Book (Read about Love)..... 50c
- 1 Book of Love Letters..... 30c
- 1 Alleged Good Luck Perfume (Sweet Fragrance)..... 50c
- 1 Alleged Good Luck Sachet Powders (Sweet Scent)..... 50c
- 1 High John the Conqueror Root (Packed in Box)..... 50c
- 1 Genuine Magnetic Lodestone (The real thing)..... 50c
- 1 Pair Cleopatra Earrings (Real Flashy)..... 59c
- 1 Dazzling Cluster Ring (Send strip of Paper for Size)..... 59c
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Order Now to get this \$4.98 BIG LOVE-MAKING BOOK OUTFIT. If you wish you do not need to send money. Just order this Outfit C.O.D. and Pay Postman \$2.98 plus a few cents postage when he delivers package.

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Price for all this..... **\$2.98**

**\$4.98 VALUE**  
**WE GIVE**  
**ALL THIS**  
**FOR ONLY**  
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# POWER 7 KEYS TO POWER



By Lewis deClaremont. On the title page it states "Oh, eyes that are weary and hearts that are sore, look unto God and sorrow no more." In the introduction the author says this Book will tell you "When to do a certain thing and How to do it." It gives you instructions and directions as to the hour, day, or night, whether to use the Light of the Sun, the Light of the Moon. The Book purports to tell: How to Remedy Conditions known as Gross Conditions; Key to the Power of Commanding; How to Get Rid of Fear; Hour of Occult Power; How to Find the proper hour for all magical undertakings; How to Cast Out Devils; Overcome Enemies; Uncross People; How to Burn Candles for the Days of the Week; How to pray to Remove All Evils. We assume no responsibility for the Author's or Publisher's claims, and sell The 7 Keys to Power only as a Book that you might be interested in reading. Price \$1.00, and we give FREE of extra cost an alleged Seal of Power on Genuine Parchment Paper.

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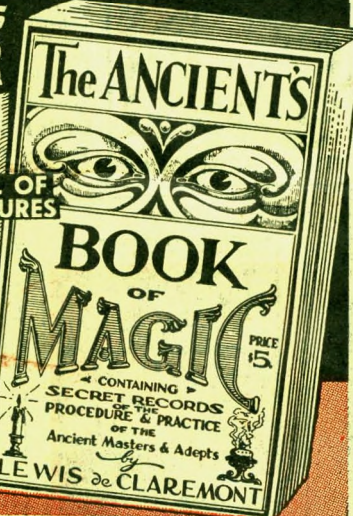
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**THE ANCIENT'S BOOK OF MAGIC**—The ANCIENT'S BOOK of MAGIC is an Historical record of the Secret practices of the Ancient Masters and Adepts. Some of the contents of this Book are: Secret Procedure to make an invocation; Language to hold with Spirits; The Conservation of Oil; Invocation of Evil Spirits; A Method of Raising Evil or Familiar Spirits by a Circle; Benediction of Perfumes. A Few of the many illustrations are: The Magic Circle; The Holy Table of the Archangel Michael; The Pentacle of Solomon; Hand of Glory; The Trumpeter of Evil; The Witch and the Demon; Pentacle for Conjuring Spirits; The Angel enchains the Devil. We assume no responsibility for statements made by the Author, but sell The Ancient's Book of Magic as a most interesting Book. 183 Pages. Publisher's Price \$5.00. Our Price \$1.89. A Great Book about Ancient Magic and Spirit Invocation.

No. B-680—\$1.89

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## SUPPOSED SUPERNATURAL MYSTERIES REVEALED BEFORE YOUR EYES.



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... This appears on every Book ...

**THE TEN LOST BOOKS OF THE PROPHETS**—In these Books the author claims to endeavor to explore the field of Divine Magic. On the title page of the 1st Book of "Holy Magic" it states "Which God gave unto Moses, Aaron, David, Solomon, and other Saints, Patriarchs and Prophets; which Teacheth the True Divine Wisdom." Book 3 tells the Use of the Psalms—Gives the Psalm for Luck; Psalm for Severe Headache; Psalm for Cross Condition; Psalm for being Successful; Psalm to Overcome an Evil Spirit; Psalm for Protection; Psalm to keep secure from all Evil; Psalm to receive information through a Dream or Vision; Psalm to Escape Danger of Floods; Psalm to be reconciled with your Enemy; Psalm to receive Grace, and Love; Psalm to become Safe from Enemies; Psalm to Free yourself from Slander; Psalm to receive God after committing a Heavy Sin; Book 4 tells about knowing all manner of things Past and Future, which be not however directly opposed to God, and to His most Holy Will. We assume no responsibility for any claims or statements made by the Author but only give his version. Publisher's price printed on Books—\$10.00. Our Price to you very much less.

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# Can You INFLUENCE ATTRACT OR COMPEL Others?

## Read this BOOK! MENTAL INFLUENCE

by WILLIAM WALKER ATKINSON

Twelve Lessons

LESSON 1. Why one MIND can be made to influence another.

LESSON 2. How Thought WAVES Manifest, and how they affect other persons.

LESSON 3. How thought vibrations set up induction in the minds of others.

LESSON 4. MENTAL CONCENTRATION. How to Concentrate and develop the powers of Concentration.

LESSON 5. What Occultists call a Mental Image. How they use it.

LESSON 6. The SECRET of Mental Fascination and Personal Magnetism.

Why some have such alluring Qualities of the Mind. The Secret of Fascination.

LESSON 7. The truth about Hypnotism. How Hypnotic influence affects the person.

LESSON 8. Mental Influencing at a distance.

How instant treatments are given.

LESSON 9. How Mental Influence may be used to effect great numbers of people at the same time.

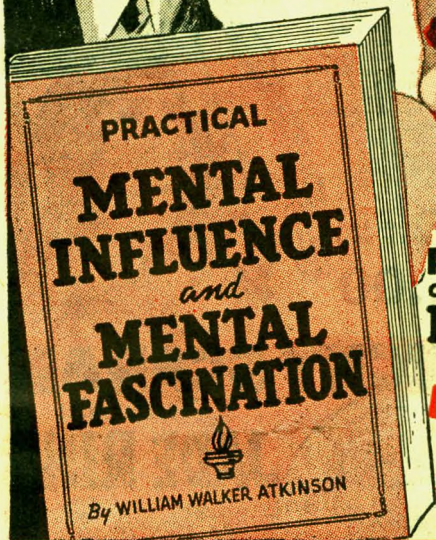
LESSON 10. How the force of Mental Influence is being used against people, and why they should remember to protect themselves by remembering the principles of the subject.

LESSON 11. The difference between White and Black Magic.

LESSON 12. Full instructions in SELF-PROTECTION (mentions in this book that this Lesson alone is worth more than the price of the Book).

If you are interested in the MIND and training of your MIND to influence others, here is a Book that may be well worth reading. In One Chapter, the author mentions that Mental Influence manifests under the form of a Fascinating, Attracting Power exerted by some people, which causes some persons to Draw or Attract other persons to them. Persons are Allured or Charmed by others possessing this power and their affections are taken captive by this Mysterious Force. Chapter 12 on SELF-PROTECTION should prove extremely interesting to people who wish to know more about Mental Influence and Protection against Mental Influence of others. The author attempts to answer the question of "How the reader may render himself immune from these influences, which may be directed against him". It tells you what to do when you come in contact with people who are seeking to INFLUENCE YOU. The Author says that this Chapter alone may be worth the price of the book.

Order by No. B-705. . . . Price Only 75c



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By WILLIAM WALKER ATKINSON

A Course of Lessons on Thought-Transference, Telepathy, Mental-Currents, Complete Instructions in all the latest points about Mind Reading. This Book is full of Practical Instruction about different phases of Mind Reading, Telepathy, etc. Directions are so simple that they should be easily understood. Here you will find complete instructions in all the latest points about MIND READING. It tells how Thought-Transference is practiced. It tells you how to Perform feats that will mystify an audience and arouse the deepest interest and enthusiasm, or you can conduct Telepathic experiments with your friends in your own home.

Here are some of the Lessons and a few of the Subjects treated:

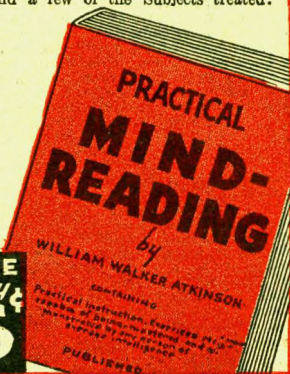
The Nature of Mind Reading—tells about Action of Mind Upon Mind. The Proofs of Mind Reading

—The results of the latest Experiments and Investigation. Contact Mind Reading—Full instructions regarding the "Nerve Currents."

Development Exercises—How to develop yourself: How to find Locations: How to find Objects: Sensational Feats—Driving Feet: Combination Lock Feat, and many other sensational demonstrations. We do not assume responsibility for claims made by the author but only give his version. If you are interested in MIND READING, here is really a very fine book on the subject. Full of Practical Information on MIND READING.

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ARE YOU  
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MONEY MATTERS?

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by  
Swami Brahma

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A Guide to SUCCESS in matters relating to Health, Friendship, Love, Marriage, etc. In this Book the Author attempts to tell us How to develop your Magnetism, and to Strengthen your Will Power.

How to Influence people to act as you desire. The author mentions in the fly leaf of this book How to Develop Personal Magnetism or Will Power. In this Book the author attempts to give suggestions on How to relieve pain without Medicine. Chapter 4 is devoted to Success, Friendship, Love and Marriage, and How to Gain It. Chapter 5 tells about Success in Business Life and How to Achieve It. Chapter 6 tells about Healing by Magnetism. Suggestions and how to do it. We assume no responsibility for statements or claims made by the author but simply give his version. We hope you will derive great pleasure in reading this Book on SUCCESS and HAPPINESS. Publishers' price printed on cover page \$1.00, but we have bought a large quantity and are able to sell this Book to you for only 35c.

Order by No. B-707

Price Only . . . . . **35c**

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# Simulated MOONSTONE *Beautiful* RING

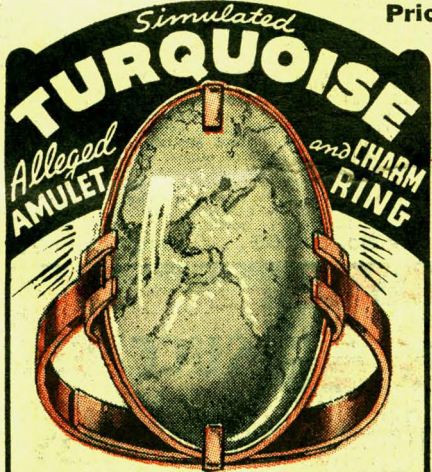
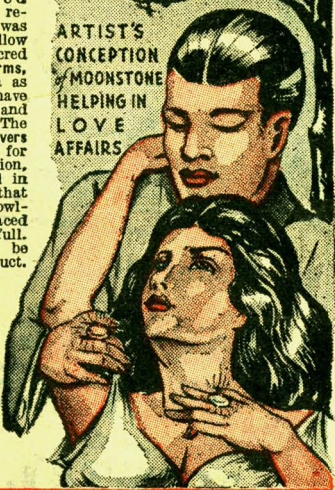
**THE MOONSTONE** was believed to bring **GOOD FORTUNE** and is regarded as a sacred stone in India. It was never displayed for sale except on Yellow Cloth, as Yellow is an especially sacred color. A Book on Amulets and Charms, says, that the **MOONSTONE** is worn as a Mascot to reconcile Lovers who have parted, and that it **Protects Travelers** and brings general **GOOD FORTUNE**. The Book goes on to say as a gift for Lovers the **MOONSTONE** takes a high rank, for it is believed to arouse the tender passion, and to give Lovers the Power to read in the future the Fortune, good or ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth while the **MOON** is full. The **MOONSTONE** was supposed to be consulted as a guide for future conduct.

Only  
**\$1.00**

It is said if anyone was in doubt what to do, he should wait until the **MOON** is waning, then place a **MOONSTONE** in his mouth and fix his thoughts upon the business that is troubling him. Into his mind will come a determination to act in such and such a manner—and it is sure to be the right one. We have mentioned above some of the legends, and Old Folklore regarding the **MOONSTONE** and make no claims that it is good for those purposes. For those of our customers who wish to possess a Simulated **MOONSTONE** Ring as a Curio, and for its Beauty and Charm as a fine piece of Jewelry, we offer this Elegant, Most Charming, Beautiful Simulated **MOONSTONE** Ring. It is really a bargain at the price we ask. It is so Pretty that it should easily be worth \$2.00, but through quantity purchase we can sell to you for the price of \$1.00. Send Piece of String, or strip of paper for finger size.

No. J-707  
Price Only ... **\$1.00**

ARTIST'S  
CONCEPTION  
OF MOONSTONE  
HELPING IN  
LOVE  
AFFAIRS



# Simulated TURQUOISE *Alleged* AMULET and CHARM RING

There has been a good deal written regarding the use of **TURQUOISE** as a Charm Amulet and Good Luck Piece. One Author tells us that its Blue color dedicates this stone to **Venus**, the Goddess of Love, and thus it is the Mascot or Good Luck Piece of Lovers and Married People. It is more used for **Mascots** than any other stone, and until quite modern times it is believed to Warn its wearer of Danger by changing its color. In the East it is called the Horseman's Talisman, and was used as a Protection against Falls and Injuries received while riding. In the Middle Ages it was believed to have renewed Friendships, healed quarrels, and Drive Away Enemies. There has certainly been a lot written and told about the **TURQUOISE** and we, of course, make no claims that it has any Value as a Charm, Talisman or Good Luck Piece, and sell this Ring only as a Beautiful piece of Jewelry. Consists of Beautiful simulated **TURQUOISE** stone, and looks like the real thing. Beautiful Gold color setting. Send piece of string or a strip of paper for finger size.



**VENUS de MILO  
GODDESS  
OF LOVE**

No. J-718  
Price Only **\$1.00**



# Alleged LUCKY SCARAB *Simulated* JADE RING

STERLING  
SILVER  
MOUNTING

ARTIST'S  
CONCEPTION  
OF  
GAMBLER'S MASCOT

**BIG  
SELLER**

It is well known by authors of Books on Charms and Talismans that a device of a **SCARAB** on rings was worn by the Egyptian soldiers to preserve them from peril and ensure Health and Strength. It was popular as a Gift between friends, as it carried the belief that in presenting a scarab you literally gave **GOOD FORTUNE** to the receiver. The origin of this rather queer Mascot is a small Beetle common in Egypt. It was called the Symbol of the Sun god, Khepera, who Creates Life, and typifies the Glorified Spiritual Body that man should possess at the resurrection. Scarabs of Green Stones were buried in the heart of the deceased or laid upon the breast for Protection on the day of Judgment. This Elegant Scarab Ring is made from simulated Green Jade and a Book on Charms and Amulets mentions that it has been used as a Gambler's Mascot to give **SUCCESS** in any Games of Chance, but especially in games of Racing. It has also been said that in China various charms made of Jade have been worn to give one **LONG LIFE**. We make no claims that the Folklore significance mentioned above will hold true, but felt that our Readers would be interested in knowing some of the virtues that have been attributed to both the Scarab and the Jade. We sell this Beautiful ring consisting of Scarab Design made from simulated Jade as a Curio to all who wish to possess it as a Curio. Remember you are getting a **Two in One Value**, because you get both the Scarab Design formed from the Beautiful simulated Jade color Stone. If you want something real Pretty—something that should be admired by all—be sure to order this Ring. Send piece of String or Strip of Paper for finger size.

Order by No. J-708  
Price Only ..... **\$1.25**



No. J  
709

LADIES' RING  
PRICE ONLY  
**\$1.50**

STERLING  
SILVER



No. J-710 Price \$1.50



No. J-711 Price \$1.00



No. J-712 Price \$1.50

## Simulated STAR SAPPHIRE Ring

Take Your Choice of these Rings

### THE STAR SAPPHIRE

is that variety of SAPPHIRE in which, when the stone is cut, the light is produced. To cross the three lines of Crystalline Interference. Three Cross Lines produce a Star, and to guard against Witchcraft of all kinds. The great Oriental Traveler, Sir Richard Francis Burton, had a large STAR SAPPHIRE, and he referred to it as a Talisman, for it always brought him Good Horses and prompt attention wherever he went; in fact, it was only in those places where he received proper attention that he would show it to the natives, a favor they greatly appreciated, because the sight of the Stone was believed to bring GOOD LUCK.

### Alleged to Have Been Used as a PROTECTION

As the stone is moved, or the light changes, a LIVING STAR is supposed to appear. It has also been said that the STAR SAPPHIRE is worn as a Charm and Talisman to ward off Ill and Bad Omen, and the Evil Eye, and that it is the most Unique of all Talismanic Stones, because it is so POTENT and STRONG, that it continues to exercise its Good Influence over the first wearer even when it has passed into other hands. We thought you might be interested in some of the Legends and Folklore regarding the Beautiful STAR SAPPHIRE and have mentioned these above, but we make no claims that it is of any value when used to bring about supposed supernatural effects, such as Protecting against Witchcraft, or as a charm to ward off Ill or Bad Omens. For those of our customers who wish to possess a simulated STAR SAPPHIRE Ring, we have obtained a very Beautiful piece of Jewelry. It consists of a Beautiful simulated STAR SAPPHIRE Stone with Flashing Star design, mounted in Rich looking Setting. Several designs to choose from. Send piece of string or strip of paper for finger size. Send your Order Today.

- No. J-709—Price Only.....\$1.50
- No. J-710—Price Only..... 1.50
- No. J-711—Price Only..... 1.00
- No. J-712—Price Only..... 1.50



ALLEGED  
TO HAVE BEEN  
USED AS  
PROTECTION  
AGAINST  
WITCHES.

## Snake's Head Rings

TAKE  
14 K ROLLED  
GOLD PLATE



No. J-715 \$2.00

YOUR CHOICE

STERLING  
SILVER



No. J-716  
\$1.50

14 K  
ROLLED  
GOLD  
PLATE



No. J-717 \$1.00

### Alleged LUCKY Snake's Head RING

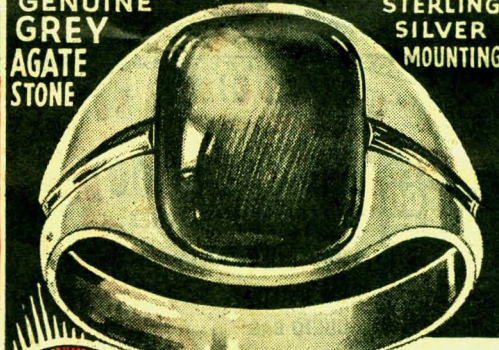
A Book on Charms and Talismans states that since the dawn of History man has seen the Symbol of all that is Wonderful in the Serpent. From its extreme length of life the Creature, was supposed to typify Wisdom and Old Age, while when shown with its Tail in its mouth it became a ring; the Emblem of all Eternity. It has also been said that the SNAKE'S HEAD has been considered particularly Fortunate as a Mascot, or so called Good Luck piece. The SNAKE was generally regarded as a Protecting was usually sculptured on either side of the doorways to the tombs of kings, as a symbol of Royal Might and POWER. We, of course, make no claims that the wearing of the symbol of the SNAKE will bring GOOD LUCK or Drive Away Evil, but sell these SNAKE'S HEAD Rings as Beautiful Curio Rings. Take your choice of any of these Beautiful SNAKE Rings, and we feel sure that you will Attract admiring attention wherever people see that you are wearing one. Take your choice of either Single, Double, or Triple Headed SNAKE'S Ring. These are not to be compared with cheaper rings on the market. They are made of the Highest Quality and set with Brilliant, Flashing simulated Ruby colored and White Stones. Send piece of string or strip of paper for finger size.

- J-715—14K Rolled Gold Plate. Only \$2.00
- J-716—STERLING SILVER. Only . . . 1.50
- J-717—14K Rolled Gold Plate. Only. 1.00

## Sometimes Called CAT'S EYE RING

GENUINE  
GREY  
AGATE  
STONE

STERLING  
SILVER  
MOUNTING



MANY of our customers have been interested in getting a so called CAT'S EYE Ring. For those people who wish to know something about the virtues ascribed to the CAT'S EYE, as a Charm and Talisman, we have found that in looking into the subject that in India it was most valued as a Mascot, GOOD LUCK Pieces, and Bringer of Wealth. For there the belief was held that whoever owns a CAT'S EYE will have GOOD LUCK, and never find their GOOD FORTUNE growing less. From apart of all else it is the Gambler's Mascot, bringing LUCK in all games of chance. We know that many of our customers would like to possess a CAT'S EYE Ring, and therefore, have tried our best to obtain this Genuine GREY AGATE Stone Ring, that has sometimes been called, a CAT'S EYE RING. We do not ascribe to it any value as a Charm or Mascot, or that it brings GOOD LUCK to Gamblers, and sell only as a Beautiful piece of Jewelry. Even though we could not get the Cat's Eye that was known in India, this ring comes higher in price to us than most of the rings shown in this catalog, and we feel that at the price we sell, it is a Bargain. Guaranteed to SATISFY, or you can return and get your money back. Flash the Ring around and you will see something that can be taken as an iridescent Eye moving about. Send piece of string or strip of paper for finger size.

Order by No. J-714  
Price Only.....\$3.50

**C.O.D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.



# BIG HAND BRAND CURIO



Voo-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which Roots and Lodestones were placed. This Outfit consists of a **BIG HAND Brand Curio Bag**, filled with Lodestone, High John the Conqueror Root, Salep Root that looks like a HAND, Bottle of Van Van Brand Oil and one alleged Good Luck Ring. We make no claims that these articles are Lucky or of any value as Job Getters, or LUCK Bringers, or that they possess any supernatural or extraordinary Power and sell only as Curios. If you want these \$3.00 worth of Curios for only **\$1.49**, Order Now by No. A-530. Enclose strip of paper or piece of string for Ring size.

THESE CURIOS  
PURCHASED  
SEPARATELY ARE  
VALUED AT \$3.00  
Order By No. A-530...

**\$1.49**

**LOOK ALLEGED LOOK**  
**OLE CONJURE MAN'S**  
**RED FLANNEL BAG and Magnetic LODESTONE CURIO OUTFIT**

**ALL THIS FOR \$1.00**  
2 MAGNETIC LODESTONES  
2 HORSESHOE NAILS  
1 RED FLANNEL CURIO BAG

**2 Genuine Magnetic LODESTONES**  
**2 Genuine HORSESHOE NAILS**

An old Conjure Man or Trick Doctor of the South used this Curio Charm consisting of a Red Flannel Bag, filled with Lodestone, Nails, and Hair. This has been claimed to ward off the Devil, to be a Good Luck Charm against HANDICAPPING and to PROTECT against other "HANDS." PROTECT against other "HANDS" meant, we believe, to ward off Evil intended by someone else. We sell two Genuine Magnetic Lodestones and two Genuine Horseshoe Nails in a genuine Red Flannel Bag only as a Curio and make no claims that these are LUCKY or have any supernatural or extraordinary Power or that they should be used for this purpose. If you wish this Red Flannel Curio Bag with TWO Magnetic Lodestones and TWO Horseshoe Nails you need not send money—just Order Now and tell us to send C.O.D. When package arrives pay Postman \$1.00 plus few cents Postage Charges. Remember you must Order by No. A-528 to get all for \$1.00. So please HURRY—Order Right Away.

Order by No. A-528  
Price Only ..... **\$1.00**

**BIG SPECIAL LUCKY MOJO Brand OFFER**

HER SWEET PERFUME ATTRACTS HIM

**THIS \$170 VALUE**  
ALL FOR ONLY **98¢** WITH COUPON

**BIG BARGAIN**

HERE is one of the BIGGEST BARGAINS we have ever offered. Do you like to burn Incense? Do you like Sachet Powder? Do you like Perfume? Well here's a Bargain for you. Just think you can now get one Package of LUCKY MO-JO Incense, worth 50¢, one jar of LUCKY MO-JO Sachet Powder, worth 35¢, one bottle LUCKY MO-JO PERFUME, worth 35¢, and one alleged LUCKY MO-JO Good Luck Coin, worth 50¢. Total Value \$1.70, but you can NOW get ALL for only 98¢. Many people believe that the Burning of Incense will bring Good Luck. Many people like to carry a Pocket Piece with them all the time and hope that this will bring Good Luck. We make no claims that any of these articles will bring LUCK or Drive away Evil, or that they possess any supernatural or extraordinary Power, but we do have many customers who like them. If you want to get \$1.70 worth for only 98¢ Mail Your Order Today. If you wish you may tell us to send Order C.O.D. Just pay postman 98¢ plus few cents postage when he brings your package.

Order by No. A-539  
All for Only ..... **98¢**

**C.O.D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



**BARGAIN**



## LEGENDS OF INCENSE HERB & OIL MAGIC

BOOK SOLD BY PUBLISHERS —  
FOR ~~\$2.00~~ **OUR PRICE \$1.00**  
*Full of FACTS and FORMULAS*

**Here At Last is That  
AMAZING BOOK  
You Have Been Looking For!**

**THIS** Book purports to contain many hundreds of interesting facts regarding Occult Procedure and all kinds of alleged formulas for the preparation of Mystic Ceremonies. The author, Lewis de Claremont, seems to have spent many years investigating the uses of these preparations and attempts to tell How Masters, Magicians, Conjurers, Ancient Necromancers, and people of all different countries, Hindoos, Chinese, Siamese, Hebrews, Persians, Greeks, Romans used certain Incense, Perfumes, Oils, Roots, Herbs, Powders. The author reveals how Alleged Arabian Magicians concocted Love Potions, Commanding Oils, and says "Back of all the ceremonies, rites and incantations was the esoteric idea that the WILL and FAITH was the real force employed . . ."

### WHAT THE BOOK PURPORTS TO TELL ABOUT

How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient Legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as Magnet Oil—Commanding Oil—Lover's Oil—Attraction Oil—High John Conqueror Oil—Spirit Oil—Lucky Planet Oil—King Solomon Oil—Ten Commandment Oil—Power Oil—Compelling Oil—Concentration Oil—Etc. How to make Love Powders, Potions and Philtres—True Love Powder—How Incense is used—Attraction Incense—Compelling Incense—How to make and use Success Incense—How to make Talismans for Luck, Love, Gambling and Business—How Orris Root was believed to attract the opposite sex—How to use High John the Conqueror—How to use Le John the Conqueror—How to use Adam and Eve Root—How to make and use Herb Baths—Rule for making metallic Talismans. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc., to bring about any alleged supernatural influences to accomplish certain desires.

Order by No. B-702

Price **\$1.00**

Only

Foreign—4s



## SECRETS OF THE PSALMS ORDER THIS BOOK TODAY

**HERE** is a very interesting book that many of our customers might receive pleasure and satisfaction from reading. In the FOREWARD of this book, the author mentions, "Yes, dear reader, you must not doubt. Through a pious life and by a rational use of the Psalms you may obtain the grace of God, the favor of Princes and Magistrates and the love of your fellow-men."

### WHAT THE BOOK PURPORTS TO TELL ABOUT

Here are some of the Contents of this book:—Psalm to receive instruction or information through a dream or vision. Psalm to escape Danger, Psalm to receive Grace—Love—Mercy. Psalm to become Safe from Enemies, Psalm to receive GOOD after committing a heavy sin, Psalm to Free yourself from the influence of Passion, Psalm to make yourself Fortunate in any undertaking, Psalm to Free yourself of Evil Spirits, Psalm if Enemies have made you lose Money and have caused you to be mistrusted, Psalm to make Peace between Man and Wife, Psalm for anyone who has drunk too much, and many others too numerous to mention in this small space. We assume no responsibility for claims or statements made by the author but simply give his version and sell only as an interesting book, without recommendation that the reader follow it to bring about any alleged supernatural influences to accomplish certain desires. You may enjoy reading this Book. Order Now. Send \$1.00 today or ask us to send Book and pay postman \$1.00 plus few cents postage.

Order by No. B-703



## SECRETS OF THE PSALMS

BY

GODFREY A. SELIG

Foreign  
Price—4s

**Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE.  
CHICAGO, ILL., U. S. A.**



# JOHN the CONQUEROR Brand FLOOR WASH



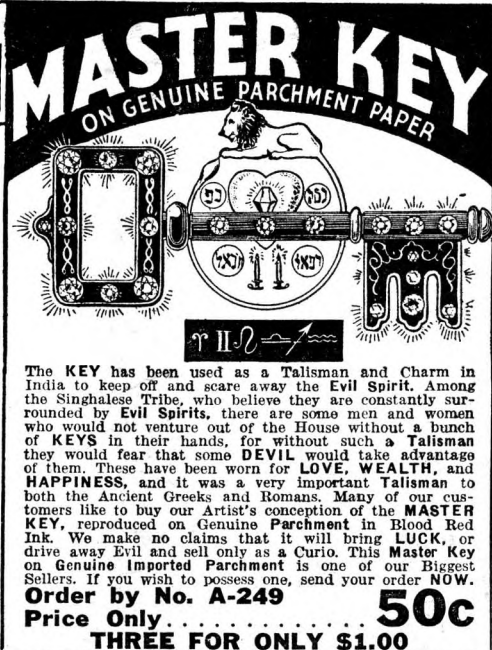
Enjoy a Happy Home Life. CLEAN AWAY foul, bad odors in the house. Just pour one or two teaspoonful of JOHN the CONQUEROR Brand FLOOR WASH in a pail of water. Wash Floors, Scrub Woodwork, and clean Door-steps. Get into corners of rooms, closets, and dark places. This Highly Perfumed JOHN the CONQUEROR Brand FLOOR WASH helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. JOHN the CONQUEROR Brand FLOOR WASH really does the work of making a home Sweet smelling. Just sprinkle a little in the corners of rooms, closets, under chairs, and behind doors. You should love the Sweet, Romantic Fragrance.

**FREE OF EXTRA CHARGE**  
Order a bottle of 50c JOHN the CONQUEROR FLOOR WASH, we'll include FREE of extra charge one piece of HIGH JOHN the CONQUEROR ROOT.  
**No. A-205 Price Only. 50c**

MADE IN U.S.A.  
PUT FEW DROPS IN SCRUB WATER

# MASTER KEY

ON GENUINE PARCHMENT PAPER



The KEY has been used as a Talisman and Charm in India to keep off and scare away the Evil Spirit. Among the Singhalese Tribe, who believe they are constantly surrounded by Evil Spirits, there are some men and women who would not venture out of the House without a bunch of KEYS in their hands, for without such a Talisman they would fear that some DEVIL would take advantage of them. These have been worn for LOVE, WEALTH, and HAPPINESS, and it was a very important Talisman to both the Ancient Greeks and Romans. Many of our customers like to buy our Artist's conception of the MASTER KEY, reproduced on Genuine Parchment in Blood Red Ink. We make no claims that it will bring a LUCK, or drive away Evil and sell only as a Curio. This Master Key on Genuine Imported Parchment is one of our Biggest Sellers. If you wish to possess one, send your order NOW.  
**Order by No. A-249 Price Only. 50c**  
**THREE FOR ONLY \$1.00**

# JOHN the CONQUEROR BRAND SPECIAL BIG OUTFIT



NEW KEY TO FIND YOUR OWN NUMBERS BASED ON SYSTEMS OF THE ANCIENTS

**LUCKY NUMBER**  
POLY PLATED  
**DreamBook**

NAPOLEON'S ORACULUM  
STUDY OF HARMONY IN NUMBERS







PRICE, \$1.00

THE  
**6th and 7th**  
**BOOKS**  
OF  
**MOSES**

Moses' Magical Spirit-Art.

## \$5.25 VALUE for ONLY \$2.66!

# JOHN the CONQUEROR Brand PERFUME



**HIGH JOHN the Conqueror**

**PERFUME**  
(ROOT IN BOTTLE)  
FAMOUS PRODUCTS CO.  
CHICAGO, U.S.A.

JOHN the CONQUEROR ROOT IN BOTTLE

Certain Hoo-Doo Doctors have recommended the HIGH JOHN the CONQUEROR ROOT to conjure up LUCK in MONEY MATTERS, LOVE, or bring about that which was desired. We make no claims that the JOHN the CONQUEROR ROOT will do this. However, for those who wish it as a Curio, we have placed this ROOT in a Bottle of Perfume, which we have given the name of JOHN the CONQUEROR PERFUME because of the ROOT in each bottle. Order a Bottle of this JOHN the CONQUEROR Perfume. Put a few drops on your clothes.

**No. A-203C Price Only \$1**

HER SWEET PERFUME ATTRACTS HIM

Many claims of SUCCESS are made by certain Voodoos and Conjurors for the JOHN the CONQUEROR ROOT. There are many cases where a person who wanted this ROOT paid as high as \$5.00 for a single root. It is well known that certain superstitious people have carried in their possession JOHN the CONQUEROR ROOT, Lodestones, Seals, etc., for the purpose of Attracting GOOD LUCK, whether it be in Money Matters, Games of Chance, Winning Numbers, Love Affairs, or other purposes. We do not make any claims that the contents of the JOHN the CONQUEROR SPECIAL BIG OUTFIT have any LUCK Value, as it has often been believed, and sell this Combination only as a Curio.

**TWO BOOKS INCLUDED**  
The Outfit also contains a Lucky Number Dream Book, and the 6th and 7th Books of Moses. Here are two Books, which we believe, you will be glad to possess. Our regular price of these is \$1.00 each, and you can see what a bargain this is to have both of these included with this Outfit. The Lodestones that you receive are of the Highest Grade, possessing Live, Magnetic qualities.

**COMPLETE CONTENTS**

1 Hi-John the Conqueror Root.....	\$ .50
1 Southern Johnnie Conqueror Root.....	.50
1 Sixth & Seventh Books of Moses.....	.00
1 Lucky Number Dream Book.....	1.00
1 Schenhamforas Seal on Genuine Imported Parchment.....	.50
1 Pair Super-quality Lodestones.....	1.75
<b>TOTAL VALUE .....</b>	<b>\$5.25</b>

**Ordered at One Time—  
No. A-501 Special Price. \$2.66**

**C.O.D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package.  
**Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**





# Alleged RINGS

On this page you will find a Wonderful collection of **Weird, Mystic looking, Curio Rings**, not often sold in stores. **Order yours Today.** Enjoy the delight of wearing one of these Beautiful Curio Rings.



NO. J-135  
ONLY \$100

## Alleged LUCKY SPIRIT SYMBOL RING



Certain Races of people believed in Good Spirits and Evil Spirits. Ceremonies were held to invoke the Good Spirits and Get Rid of the Evil Spirits. This Ring like figure that may be taken to represent the Good Spirit and be worn as a Symbol of **GOOD LUCK**. We make no claims that it will produce **LUCK**, or Drive away Evil Spirits, but sell only as a fine piece of Curio Jewelry. Ring looks beautiful on any finger. Decorated with Spirit like design, set with Brilliant, imitation Diamond. Wrap piece of string or paper around finger and mail for size.

Order by No. J-147  
Price Only ..... \$1.00

## 3 WISE MONKEYS Alleged LUCKY SYMBOL RING



Here is a very Unique **CURIO RING**. The First Monkey with hands on mouth represents "Speak No Evil"—The Second Monkey with hands over eyes represents "See No Evil"—The Third Monkey with hands on ears represents "Hear No Evil." The Garos of Assam performed the ceremony of leading a Monkey with a rope fastened around its neck inside to every house in the Village for the purpose of Frightening and Driving out any **EVIL SPIRITS**, which may have taken up their residence within. Some of our customers who we here, like to wear this **THREE WISE MONKEY RING** as a symbol for **LUCK** and **POWER**, but we make no claims that it will bring **LUCK** and **POWER**, and sell only as a very nice piece of

Jewelry. Send piece of string or slip of paper for finger size.  
Order by No. J-134  
Price Only ..... \$1.00

## Alleged LUCKY DOG SYMBOL RING



Just look at the picture of this Alleged **Lucky Dog** Curio Ring. Beautiful engraved effect **Dog** looks almost life-like. You perhaps have heard the expression, "He's a **LUCKY DOG**," or she's a **LUCKY DOG**." A Book on Mascots tells us that perhaps in recognition of a **DOG'S** faithful devotion to a man, a **DOG** of any kind is a mascot—unless he is an evil spirit, which has taken a dog's shape. This book also tells us that **BLACK DOGS** are true Mascots, and if one follows you home, it means that **Good Fortune** or **Good Luck** will follow. The Gypsies also have believed that to Dream of a **DOG**, or see the likeness of a **DOG** in the fire are both signs that a friend is near. To our customers who wish to wear the symbol finger, we sell this ring with the words

of the alleged **LUCKY DOG** on their "LUCKY DOG" inscribed, but make no claims that it is **LUCKY**. Amaze your Friends by wearing this alleged **LUCKY DOG** Ring. Mail piece of string showing finger size. Order now.  
Order by No. J-193 Price Only ..... 50c

## DOUBLE HEADED TIGER alleged LUCKY SYMBOL RING

The Tiger has been known as the God of the Gambler in China, and the Tiger's Tooth was regarded as a Talisman for **GOOD LUCK** in speculation and in games of chance; while the Claws and Whiskers were worn as Love Charms, and for Success and Good Fortune generally. Buy this Ring and wear it as symbolic of the alleged **GOOD LUCK TIGER**, the God of the Chinese Gambler. We make no claims that it is **LUCKY**, or that it will bring **LUCK** in gambling games, but sell only as a fine piece of Jewelry. Note the fine, Dazzling, White simulated Diamond in the mouth of each Tiger. Each eye set with dazzling **Red Ruby** effect setting. Amaze your Friends. Flash this Double Headed Tiger Ring. Send strip of paper, or piece of string for finger size.

Order by No. J-135  
Price Only ..... \$1.00

## BIG FOUR Alleged LUCKY SYMBOL RING



We have called this Ring the **BIG "4"** alleged **GOOD LUCK SYMBOL** Ring, because it consists of **FOUR** of the best known **GOOD LUCK SYMBOLS**: 1—The Four Leaf Clover; 2—The Wish Bone; 3—The Horse Shoe; 4—The Swastika. It is well known that these Alleged **LUCKY SYMBOLS** were used by many people in many lands for the purpose of bringing **GOOD LUCK, SUCCESS, and HAPPINESS** to the wearer, and **Keep Out Witches**, and keep away the so-called **Evil Powers**. We make no claims to this effect and sell only as a fine piece of Jewelry. We believe you will be pleased with this striking Ring and be proud to wear it on your finger. Enjoy the delight that this Ring may give you. You at least know you are wearing the Horse-shoe, the Swastika, the Wish Bone, and the Four Leaf Clover—symbols that have been known to thousands to be **LUCKY**.

No. J-149 Price Only ..... 50c



# Special **LODESTONE** BIG OUTFIT

**MO-JO**  
BRAND



**\$5.00**  
VALUE  
for only  
**\$2.98**

**We Will  
Send C.O.D.  
Just Pay  
Postman  
when he  
delivers.**

Many a Hoo-Doo Man has received big sums of Money for selling folks Lodestone, Red Flannel Bags, Rabbit's Foot, High John the Conqueror Root, Southern John the Conqueror, Snake Root, Devil's Shoe String, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in Red Flannel Bags, and the Conjure man said, "Should be always carried with you." Such combinations were often called Tricks or Hands. Many believed that these Conjure Bags brought **GOOD LUCK**, Drove out Evil Spirits, Helped in Love, and almost anything that was wanted to be done. For Folks interested in possessing this assortment of Goods, we have prepared this **LODESTONE OUTFIT**. We make no claims that it will be **LUCKY** or have any supernatural Value. We sell only as a Curio. The Price of all the articles in this **MO-JO Brand LODESTONE BIG OUTFIT** would be \$5.00 if purchased separately, but if you buy all at once, the price to you is only \$2.98. If you wish to order C.O.D., send no money, just order by number given below, ask us to send C.O.D., and pay Postman \$2.98 plus few cents postage charges. Red Flannel Bag will be included extra.

**Order by No. A-503  
Special Price, Only**

**\$2.98**

## Outfit Contains:

- 1 High John the Conqueror Root ...\$0.50
  - 2 Extra Quality, Genuine Magnetic Lode-stones ...\$1.00
  - 1 Package Devil's Shoe String ...\$.50
  - 1 Southern John the Conqueror Root ...\$.50
  - 1 Package Snake Root ...\$.50
  - 1 Rabbit's Foot, Mounted ...\$.50
  - 1 Lucky Mo-Jo Incense ...\$.50
  - 1 Lucky Number Dream Book ...\$1.00
- Total Value \$5.00**  
**EXTRA Red Flannel Bag ALL FOR \$2.98**



## AFRICAN TIGER EYE

Some Folks like to carry Odd-shaped, peculiar looking, supposedly rare stones around with them as a sort of Amulet, Charm, or Mascot, for the purpose of warding off **EVIL**, and Attracting **GOOD LUCK** in various undertakings, such as Money, Love, Winning Numbers, Games of Chance, and almost anything else desired. This **AFRICAN TIGER EYE** has been a popular seller. We make no claims that it will drive away **EVIL**, or produce **LUCK**. Sold only as a Curio.

**Order by No. A-250  
Price Only**

**50c**



## WHITE LODESTONE

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a Powerful Amulet and **GOOD LUCK** Charm; probably because the Magnetic Influence of this Stone was supposed to **ATTRACT** Power, Favors and Gifts. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their Love secure. We make no claims to this effect, or that the **LODESTONE** is **LUCKY**. We have taken the Genuine Lodestone, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

**No. A-208B  
Price Only**

**\$1.00**



## MOON STONE

The author of one book states that the **MOON STONE** is believed to bring **GOOD FORTUNE**, and is regarded as a sacred stone. It is said that as a Gift for Lovers, the **MOON STONE** is believed to arouse the tender passion and to give Lovers the Power to read in the future the Fortune, Good or Ill, that is in store for them. To gain this knowledge, however, the stone must be placed in the mouth, while the moon is full. We make no claims to this effect and sell only as a Curio.

**Order by No. A-252  
Price Only**

**50c**



## BIG SPECIAL COMBINATION OFFER



**\$2.50 VALUE  
for only \$1.00**

Here is your Chance to get all these—Lodestone, African Tiger Eye, Moonstone, packed in Mo-Jo Brand Chamois Skin Bag together with alleged Good Luck Ring. We make no claims that these articles are **LUCKY** and sell only as a Curio. Regular Price if purchased separately would be \$2.50. The price for all only \$1.00.

**No. A-514  
All for Only**

**\$1**



## LUCKY MO-JO Brand LODESTONE PERFUME



**HER SWEET  
PERFUME  
ATTRACTS HIM  
GENUINE  
MAGNETIC  
LODESTONE  
IN BOTTLE**

Certain self made HOO-DOO DOCTORS recommended the **LODESTONE** to CONJURE up **LUCK**, **WINNINGS**, **MONEY**, **LOVE**, or almost anything that was desired by the one who carried this **LODESTONE**. We make no claim that the **LODESTONE** will do this, or bring **LUCK**. However, for those who wish it as a Curio, we have placed a **GENUINE, MAGNETIC LODESTONE** in a Bottle of this Perfume, which we have given the name of **LODESTONE PERFUME** because of the **LODESTONE** in bottle.

**No. A-203B ... \$1.00**

**C.O.D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



# LUCKY MOJO Brand PERFUMED-ROOM SPRAY



## PERFUME THE HOUSE

Don't let bad, ill, ugly house odors spoil your Success, LOVE, Happiness, and Good Times, Folks, especially men, do not like to come to places that smell foul and mean—But they should love to stay in Sweet, Pleasant places.

## SWEET SMELLING HOMES ATTRACT FOLKS

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the Men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home—A Sweet smelling House should help do it.

## GET RID OF BAD ODORS — EASY TO USE

Wash away any BAD Stuff around the House. **EASY TO USE.** Just pour a few drops in the scrub water and Wash Floors, Corners of

Rooms and Closets, Walks, and Steps. Also Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Washing Clothes. Get a Bottle immediately. Note the improvement. Never be without it. Full Directions.

No. A-231  
Price Only . . . 50c



Folks Like to Visit Sweet Smelling Homes.

# LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS

## Drive Out Evil, Bad Smelling Odors

**LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS** really do the work of making a Home Sweet smelling and Attractive to visitors. Each little Crystal is truly Mystic looking, shining and sparkling in the bottle. The Perfume is most alluring. You can have this **LOVELY—COMPELLING—ATTRACTIVE** fragrance right in your own little Home and get all the Pleasure it gives.

## Rid Your Home of Bad Messes

Very Easy to Use—Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume.

## Attract and Hold Your Friends

Cleopatra used Perfume to entice her Lovers. Help LOVE, Romance, and Happiness, last for you, by keeping your Home and your Clothes smelling Sweet. Fix up your House with **LUCKY MOJO Brand PERFUMED CRYSTAL SPRINKLING SALTS**. Get a Bottle Today. The Price is little compared to the Pleasure it should bring.

Order by No. A-270

Price Only . . . . . 50c



Sprinkle in Corners of Rooms



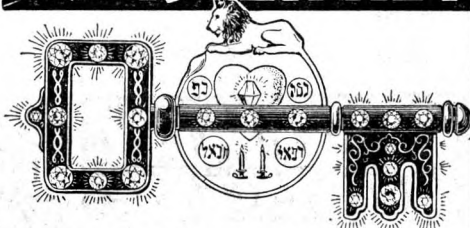
Sweet Smelling Fragrance Invites LOVE and ROMANCE



**NOTE** If you do not have the money handy, just ask us to send your Order C.O.D. When Postman delivers, pay him \$1.49 plus a few cents postage.

**C. O. D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**

# MASTER KEY OUTFIT



BOOK OF GREAT SECRETS  
LODE STONE  
JOHN THE CONQUEROR  
ROOT  
and  
MASTER KEY  
CURIO

\$2.49 VALUE — ONLY \$1.49

The Master Key made in Blood Red Ink on Genuine, Imported Parchment Paper has been held in high esteem by many of our customers. It is well known that some superstitious people like to carry on or about their person, Seals on Parchment Paper, Lode-stone, or John the Conqueror Root, for the purpose of bringing LUCK and SUCCESS in Money Matters, Winning Games of Chance, or for the purpose of Attracting Love. We, of course, make no claims that any of the articles gathered together in this Outfit, will perform such miracles. Neither are we responsible for the claims made by the author of the Book of Great Secrets. This **MASTER KEY Outfit** consists of one Master Key Curio on Parchment Paper, one Lode-stone, one High John the Conqueror Root, one Book of Great Secrets, and one Chinese style alleged GOOD LUCK Ring. Total Value, if purchased separately, \$2.49, but our Special Combination Price is only \$1.49. You Save \$1.00. Order Now.

Order by No. A-524

Price Only . . . . . \$1.49



# BIRTH MONTH INCENSE

35c

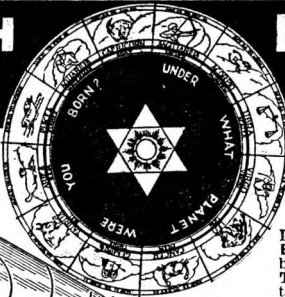


## Given Zodiacal Reading

What Month were you born in? Whatever your Birth Month may be, we now have Incense, which is supposed to represent the Fragrance of your own Birth Month Flower. Did you know that Priests burned Incense even before the Birth of Christ. Read in the Bible about the burning of Incense—Exodus XXX. People like to burn Incense, for its delightful Fragrance and Sweet Perfume. Even though many of our customers might believe that the burning of Incense will bring LUCK and DRIVE AWAY EVIL, we make no claims to this effect, and sell only as a very High Grade Incense. Order a package Today. We also include a ZODIACAL Reading, for the sign of your Birth Month. Be sure to give your Birth Date when ordering.

No. A-201G Price Only... **35c**  
3 BOXES FOR ONLY \$1.00

Highly Perfumed



# BIRTH MONTH PERFUME

## What Month Were You Born In? Given-Zodiacal Reading

It is an old idea that your Birth Month is represented by a Birth Month Flower. The Perfumer has attempted to reproduce the fragrance of the Birth Month Flowers in this New Novel Perfume. As long as you are using Perfume, why not use the kind that represents your Birth Flower. It may be just the odor that fits your personality. To each of our customers who buy this BIRTH MONTH PERFUME, we will give FREE of extra charge a Zodiacal Reading for your Birth Date. You will be delighted with this Reading, and the Sweet, Fragrance of BIRTH MONTH PERFUME. Be sure to state Birth Date.

No. A-203H. Price Only **35c**



LUCKY BLUEBIRDS AND YOUR BIRTHDAY!



## BIRTH MONTH SET

get all this for only **\$1.00**

- 1 Birth Month Perfume...35c
- 1 Birth Month Incense...35c
- 1 Birthstone Pin.....50c
- 1 Birth Month Ring...69c

Total Value...\$1.89  
Give Date of Birth and send piece of string for ring size.  
No. A-526. Price...\$1.00

# HINDU GOD INCENSE

HIGHLY PERFUMED



Hindoos, Chinese, Orientals, People in Ancient Biblical Times have burned Incense to their Gods as a Sacrifice. Among the reasons advanced as to the origin of the use of Incense are the following: First, the pleasant Odor of which man was conscious, was pleasing to the deity; Second, it was used to get rid of offensive smells; Third, it was a medium for Prayer, and as the Smoke arose it carried with it the petition to the Gods to whom the fragrant odor gave pleasure. It has been said that among primitive Races there was an idea that the GOOD SPIRITS loved the pleasing odor, while the EVIL SPIRITS hated it. It was also probably supposed that the offering of Incense would cause the Gods to award them with Riches, Success, Happiness, Love, and Prosperity. Even to this day, among certain people, there is still a belief that the burning of Incense will bring LUCK and Winnings. However, we make no claims to this effect for HINDU GOD INCENSE. We sell only as a very High Grade Incense, which we believe, is prepared similar to the Incense of the Orient. Order a Box of HINDU GOD INCENSE right away. As soon as you get it, light a piece and enjoy the soothing, delightful, sweet fragrance.

Order by No. A-201E  
Extra Large Size Box. Price Only **50c**



## CLEO MAY LIQUID INCENSE



Something New—Just Think—At last you can really have LIQUID INCENSE in your Home. It creates a Pleasant, Fragrant Atmosphere. Fills your home with Perfumed Fragrance. HUNDREDS OF USES—Perfumes the Room. Use on Electric Light Bulb, Radio Tube, Radiator. Put a few drops in water and heat over stove. Fills the air with a Delightful, Sweet Odor. Add a few drops when washing clothes. Keeps them Sweet. Sprinkle in corners of room, closets, bathroom, kitchen, dresser drawers—Sweetens the air and helps get rid of stale smoke odors, cooking smells. Surround yourself and home with this Sweet Fragrance. Order Now. Each bottle has a special style dropper.

Order by No. A-201F  
Price Only... **35c**



## Alleged LUCKY AFRICAN LION SYMBOL RING

From some writings on clay tablets, we learn that the Ancient Sumerians were in perpetual fear of attacks of EVIL SPIRITS, and to protect themselves from these they employed Charms and Spells, and in order to destroy the operations of the EVIL EYE, they wore Amulets in the forms of Animals. One of these was the LION, symbolic of STRENGTH. This alleged LUCKY AFRICAN LION HEADED RING, could be worn as such a symbol, but we make no such claims that it will produce LUCK or DRIVE AWAY EVIL. A Beautiful LION'S HEAD design on ring with fiery red Dazzling Ruby effect setting held in mouth. Mail piece of string for size.



Order by No. J-128  
Price Only... **\$1.00**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# RACE HORSE ALLEGED LUCKY SYMBOL RING THREE-HEADED SNAKE ALLEGED LUCKY SYMBOL RING



**Wear This Horse's Head in Horse-Shoe and 4 Leaf Clover**

Among the Ancient Teutons the HORSE was held to be the most HOLY of animals, and it is

said that the Horse's Head was fastened to a pole for the purpose of an EVIL SPELL over an enemy. The Horse's Head was placed over Dwellings as a Talisman for GOOD LUCK. An English Myth ascribes to the Horse the character of a LUCK BRINGER, and Horse Worship was customary among several early Tribes of People. The Horse Shoe, which has a universal popularity, both as an amulet and a token of GOOD LUCK, should certainly be desirable to Folks who wish to wear this Combination Symbol of GOOD LUCK. We make no claims that it will bring LUCK, or Drive away Evil, but we sell this Ring, which has on it, the Horseshoe, the Horse's Head, and the Four Leaf Clover, as a fine Curio piece of Jewelry. You should be proud to possess it. Amaze your Friends. Order today and be sure to send piece of string showing finger size. Price Only \$1.00.

Order by number  
**J-125**  
**\$1.00**



**Amaze Your Friends — Wear This Elegant Ring**

A SNAKE'S Head Talisman was worn by the Ancients to protect its wearer from the attacks of an Evil Being, which when killed had the power of rising in new forms and who obstructed the passage to the Heaven World. The Egyptians engraved figures of Snakes on the Doorways and Walls, in the Tombs and Temples, and other sacred Buildings, to guard the dead from Enemies of every kind and to prevent the entrance of Evil in any shape or form. The SNAKE was also placed around the heads of Divinities and around the Crowns of Kings as a symbol of ROYAL MIGHT and POWER. The popular belief that a SNAKE will not die until the sun goes down may come from the fact that the Egyptian god "Tem," the god of the rising sun, was supposed to assume the form of a SNAKE. This Ring consists of Three Snake Heads, each set with a Dazzling, White, imitation Diamond. We do not claim that this Ring will bring LUCK in Money Matters, or Drive away Evil, but sell to those Folks who wish to wear a symbolic Curio piece of Jewelry. Amaze your Friends. Ring fits any size finger. Big Bargain for 50c.

Order by number  
**J-150**  
**50¢**

## SKULL and BONES Alleged LUCKY SYMBOL RING

A tribe called the Wild Wa of Burma regarded the SKULL as a protection against the Powers of Evil. In a Book telling about this, it states that without a SKULL his crops would fail—Without a SKULL his kine might die—Without a SKULL the father and mother spirits would be shamed, and might be enraged. If there were no PROTECTING SKULLS the other Spirits might gain entrance and kill the inhabitants, or drink all the liquor. Many of our customers have enjoyed wearing this Skull and Bones Ring as a Symbol of Good Luck.



If you wish to wear this SKULL and BONES Ring as an ornament or a Symbol of GOOD LUCK, you may do so, but we make no claims that it is LUCKY, or that it will Bring in the Winnings, or Drive away Evil Spirits, and sell only as a Weird, Mystic Looking, piece of Jewelry. The eyes are set with Synthetic Rubies, making the SKULL that is surrounded by the CROSS BONES look very mystic. Your friends will gasp with Amazement. Be sure to wrap a piece of string or strip of paper around your Finger showing size.

**No. J-136**  
**Price Only ... 50c**

## KING TUT Alleged LUCKY SYMBOL RING

Here is indeed a Weird, Mystic, Odd looking Ring. Consists of KING TUT Sheik Head, around which is entwined TWO Snakes, one with Ruby effect setting in eye, and the other with Blue colored sparkler in eye.

**Wear This Alleged Lucky Symbol Ring** The Egyptians placed the Snake around the heads of their gods, and around the Crowns of kings as a symbol of ROYAL MIGHT and POWER. If you wish to wear this Ring as an ornament, or if you choose it as a symbol of LUCK and LOVE, here is just what you want. However, we make no claims that it will Bring Winnings or help one win in LOVE, and sell only as a symbolic curio piece of Jewelry. Wrap piece of string or strip of paper around finger and mail for ring size. Amaze your friends by wearing this Ring. Order NOW at Bargain Price—Only 50c.



Order by number  
**J-131**  
**50¢**

## WHITE ELEPHANT Alleged LUCKY SYMBOL RING



This Ring may be regarded as a symbol of the Great Elephant Headed god of LUCK, SUCCESS, and HAPPINESS. Many Hindoos worshipped the Elephant Headed God as one of the HOLIEST and most POWERFUL. He was known as the god of the intellect, the god who removed obstacles in the way.

### LOOKS GOOD ON YOUR FINGER

We know that many of our customers like to wear Mystic looking Rings for LUCK Purposes, such as, to Win in Games, Draw Money and Love, and Drive Away Evil. Lest there be any misunderstanding we make no claims that this Ring will have any Supernatural Power such as this, and sell only as an elegant creation of the Jeweler's art. Mail piece of string for finger size. Order this WHITE ELEPHANT Alleged LUCKY Symbol Ring. Send only 49c.

Order by number  
**J-140**  
**49¢**



# Alleged CHINESE



ORDER NO. - J-133 PRICE 49¢

## Alleged CHINESE GOOD LUCK RING

CHINESE, Orientals, and Far East are known to wear certain Rings as symbols of GOOD LUCK. You may call it mysticism of the Orient, but it has been said that the wearing of Jewelry is traceable to superstitious faiths in their efficacy as preventatives against EVIL, and as a CHARM to in some way bring GOOD LUCK, POWER, and SUCCESS.

### CHINESE LETTERS ON RING

The manufacturer of this ring states that the Chinese Symbol spells out "GOOD LUCK." Even though many of our customers may believe that this Ring will bring LUCK, we make no representations to this effect and sell as a very Attractive piece of Jewelry.

### ORDER THIS RING

Amaze your Friends—Be first to wear this Curio Ring, with the Chinese writing "GOOD LUCK." Order your alleged CHINESE GOOD LUCK Ring now at this bargain price—49c. Send piece of string or slip of paper, showing finger size. You should get enough pleasure wearing this Ring to more than pay for the small price we charge.

## ALLEGED LUCKY SAINT JOSEPH STATUETTE



A book on Folklore states that this alleged LUCKY Saint Joseph Statuette was generally used by the Roman Catholics of New Orleans. It consists of a figure of Saint Joseph with the Child, enclosed in a small case. The Saint was placed upside down in the Case and carried for GOOD LUCK, or even as a charm for Getting a Good Husband. One Conjurer carried the Saint Joseph Statuette in a Red Flannel Bag, together with Lodestone and Camphor. We make no claims that it has any value for LUCK Purposes, as a GOOD LUCK piece, and Husband Getter, and sell only as a Curio. Consists of beautiful figure of St. Joseph in case ready to carry in pocket or purse.

No. A-291 Price Only..... 35c

# CHI-CHI FORTUNE TELLER and LUCKY NUMBER GUIDE



"Your luck for to-day—luck in bunches—Luck galore for one who draws sixty-four"

THE ABOVE is a verse from the book that comes with CHI-CHI.

In the Preface to this Book, the following is stated: "While touring China, the author of this Book had his fortune told in a Chinese Joss House. The Method used was by a box full of bamboo sticks numbered from 1 to 78 in such a manner that just one number would mysteriously jump out of the box. This number would then be your fortune and an interpreter would read it to you from his book. It appealed to us as such a novelty and their philosophy so quaint, that we secured after considerable time and expense a translation of their fortune telling book. A native son of China never thinks of entering business for the day without first having his fortune told from these mysterious sticks. He gets first his LUCK for the day, believing in it and acting on the advice implicitly. If the number is shaken out after sundown, the fortune refers to the following day.) He then gets his future and important events that will occur."

NUMBERS:—Although this book tells what kind of LUCK you are supposed to have for the day, what your LUCKY NUMBERS are supposed to be, and if your wish will come true, we do not make any representations to this effect and only sell as a Novelty and game for amusement, and feel sure you will derive great satisfaction and pleasure. Get this with the advice CHI-CHI.

No. A-242B Bargain Price..... \$1.00

## Alleged GOOD LUCK HORSE SHOE NAIL RING



Set with Dazzling, White, Simulated Diamond. One Book mentions that a Silver Ring, or one made of a Horseshoe Nail, has been considered as effective in bringing GOOD LUCK, and also good in warding off conjuration. From this we gather that many Folks have worn pieces of Silver, or Horseshoe Nail Rings for

the purpose of Driving Away evil. We make no claims to this effect for this Ring, but have merely stated facts that have come to our attention. Genuine STERLING SILVER. Send piece of string for size.

Order by No. J-282 Price Only..... 69c

## RABBIT'S FOOT FREE! VAN-VAN Brand OIL

The Fame of the Rabbit's Foot as a so-called LUCK Piece, has been well known. Superstitious people have carried the Rabbit's Foot for Conjuring, Hoodooing, Winning in Games, Good Luck in Love, Money, Business and Winning at Dice, Driving Away Evil, and for almost any kind of GOOD LUCK that was needed. We make no claims that the carrying of the Rabbit's Foot will bring about GOOD LUCK, Success, etc., and sell only as a Curio. Specially Mounted. Can be carried in Pocket or worn around neck, or on Watch chain. Order Now and get VAN VAN Brand OIL FREE of extra charge.

No. A-223 Only..... 49c



ONLY 49c

SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# THE SUCCESS DREAM BOOK

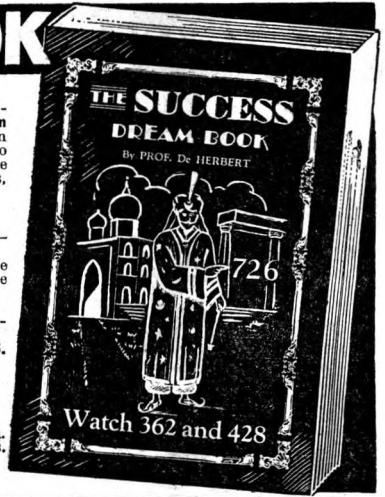
An introduction states: "The Author has worked laboriously and unceasingly, in order to produce this first class Dream Book. . . . There are so many people who desire to get a concise definition of a dream. A dream is the forecast of coming events. It generally comes to us in a parable, or in some other similar form during sleep. It is therefore, quite necessary to consult a good dream book. A dream is really a warning of coming events, whether favorable or unfavorable."

## CONTENTS OF THIS BOOK AS FOLLOWS:

Page 4—HOLIDAYS, and their Numbers.  
 Page 5 to 168—DREAMS, explained and their Numbers, as for Example: JOCKEY—To see one signifies you will win a great deal of money—219.  
 Page 169—LETTERS, and their Numbers, as for Example: H—528. The DAYS of the WEEK, and their Numbers, as for Example: MONDAY—761. The MONTHS of the Year, and their Numbers, as for Example: JANUARY—183.  
 Pages 170 to 184—LADIES' List of Names, with their Numbers.  
 Pages 184 to 200—GENTLEMEN'S List of Names, with their Numbers, as for Example: Jacob—293.  
 Pages 201 to 203—CITIES, and their Numbers, as for Example: Memphis, Tenn.—345.  
 Pages 204-224—YOUR HOROSCOPE, and gives your supposed Lucky Days.  
 Pages 224 to 226—COMBINATION of NUMBERS that follow each other.  
 Pages 227 to 230—YOUR LUCKY BIRTHDAY NUMBER.  
 Page 231—NUMBERS, and Things you may see or hear.  
 Page 232—NUMBERS and CARDS, as for Example: Ace of Hearts—739.  
 We are not responsible for any claims made by the Author, and only give his version. 232 Pages from Cover to Cover. A Big Bargain, if you are interested in Dream Books.

Order by No. B-664  
 Price Only . . . . .

**\$1.00**

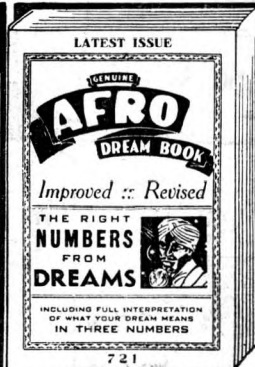


## The CUBAN B.O. DREAM BOOK



Are you interested in Dreams and the interpretation of their so-called Winning Numbers? It is believed by some superstitious people that whatever you may dream of has a certain meaning. Whether this is true is, of course, a matter of opinion. The CUBAN B. O. DREAM Book consists of a Double Set of figures of Two Numbers for each Dream, as for Example: CAT, 84-31. You will also find in this Book a list of Both Ladies' and Gentlemen's Names, and their Numbers, as for Example: ABEL 47-54; The Days of the Week, and their Numbers; Months of the Year, and their Numbers; Clothing, and their Numbers; and a few other interesting remarks concerning Numbers. We assume no responsibility for claims made by the author, but believe you will be very pleased with this Book. Order Today.

No. B-665  
 Price Only . . . 60c



## Genuine AFRO DREAM BOOK

This Book gives Dreams and Numbers as follows:  
 ABANDON—021  
 Someone close is about to leave you  
 —547. Wife—436.  
 Child—981. Friend—472.

Look up your Dream and have fun seeing what the Author says about it. It is also mentioned in this Book that it covers all Dreams, and no matter what your

Dream may be, you will find it in this Book along with the Right Number. We assume no responsibility for claims made by the Author, and sell only as an interesting Book. We hope you will enjoy reading it. Order Your AFRO DREAM BOOK Now at reduced price.  
 No. B-666 Price Only . . . 49c

## BLACK ART 1000 WAYS TO GET RICH

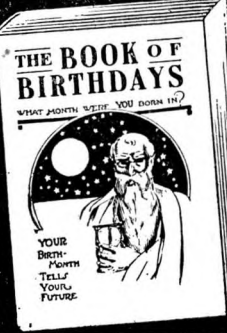


**Contents of This Book**  
 Human Superstition and the Occult Sciences.  
 The Art of Magic.  
 Influence of Animal Magnetism on the Mind.  
 Rules Governing Spirit Mediumship.  
 How to Charm those whom you Meet and Love.  
 Witchcraft and Magic.  
 And Many Other Subjects.  
 We assume no responsibility for claims made by the Author but only give his version. If you are interested, order your Book NOW.  
 No. B-667  
 Price Only . . . 35c

Reader, are you poor? Thousands of people might have been RICH. There is a lot of money in the world, and there are honest ways of making it. This book contains an immense collection of the most salable and Amazing discoveries, Formulas, Recipes, and Methods from which persons of very moderate capital can commence a paying business in any city or village. You may find in this Book just one Subject that may mean a Fortune to you. Order This Book NOW.  
 No. B-611  
 Price Only 50c

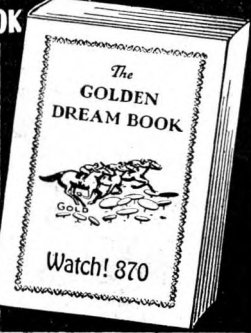


## BOOK of BIRTHDAYS GOLDEN DREAM BOOK



Read what the Author says of people born in the Month of your Birth. Read about your Talents and how to make the most of them. Advice to you according to the Month you were Born in. This Book also tells about LUCK, HEALTH, LOVE, and MARRIAGE. Hints for Naming Baby. Lessons from Life. Fortune Telling by Dice. We are not responsible for claims or statements made by the Author, but are sure you will find this Book of BIRTH-DAYS very interesting.  
 No. B-668  
 Price Only 25c

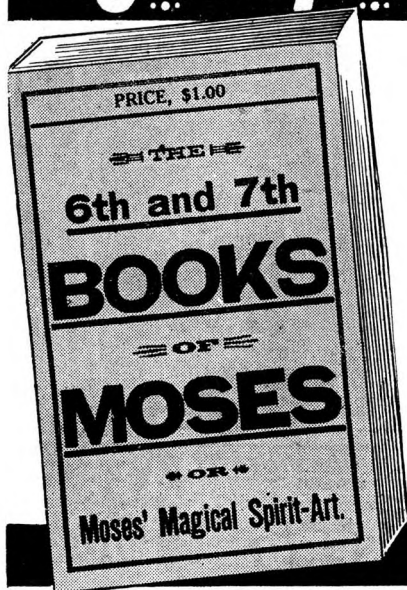
The Author states that the GOLDEN DREAM BOOK covers all the major systems of Lucky Numbers. It even goes as far as to determine the Winning Horse in each Race, according to the theory of dreams and its relationship to other forms of life. It consists of 157 pages full of Dreams, and all NUMBER combinations, as for Example: Trunk, 287—28-8-69 in 1st and 3rd Race. We assume no responsibility for claims made by the Author. If you are interested in Dreams and NUMBERS. Order this Book NOW.  
 No. B-669  
 Price Only \$1.00



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# THE 6TH AND 7TH BOOK OF MOSES



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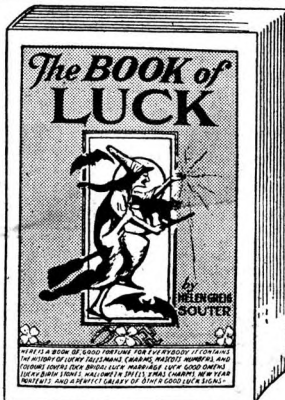


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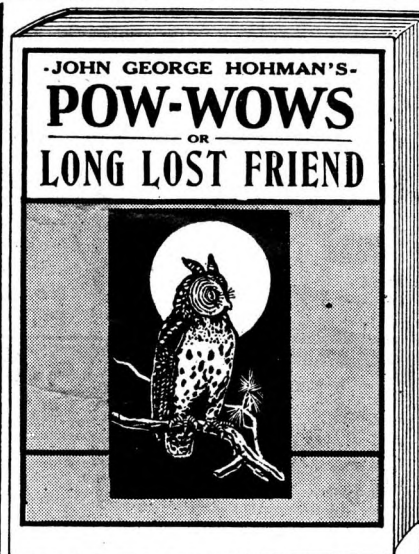


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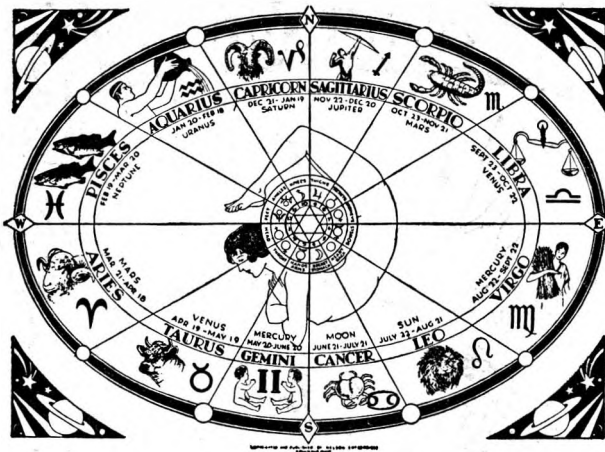


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Feb. 19 to Mar. 20	Pisces
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Apr. 19 to May 19	Taurus
May 20 to June 20	Gemini
June 21 to July 21	Cancer
July 22 to Aug. 21	Leo
Aug. 22 to Sept. 22	Virgo
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## Or BIBLE Incense



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**PSALM 10.**—If anyone believes they are plagued with an unknown or Evil Spirit they may Burn this **GENUINE FRANK-INCENSE COMPOUND** and pronounce, while burning, Psalm 10, keeping constantly in mind the Adorable name of God. Many people repeat, if they wish, the prayer which follows: "O Lord, God, please break the power of this Evil, Obsessing Spirit, and Free me from his plagues and oppression. Wilt Thou strengthen me in Soul and Body and Deliver me from Evil Unclean Spirits? Amen."

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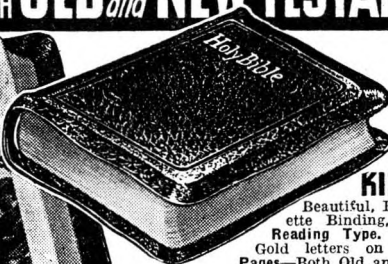
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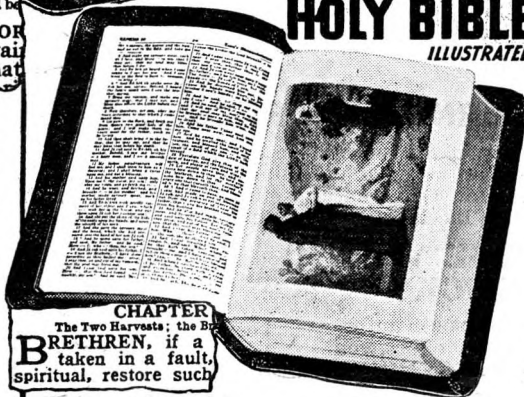
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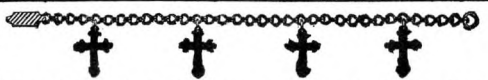
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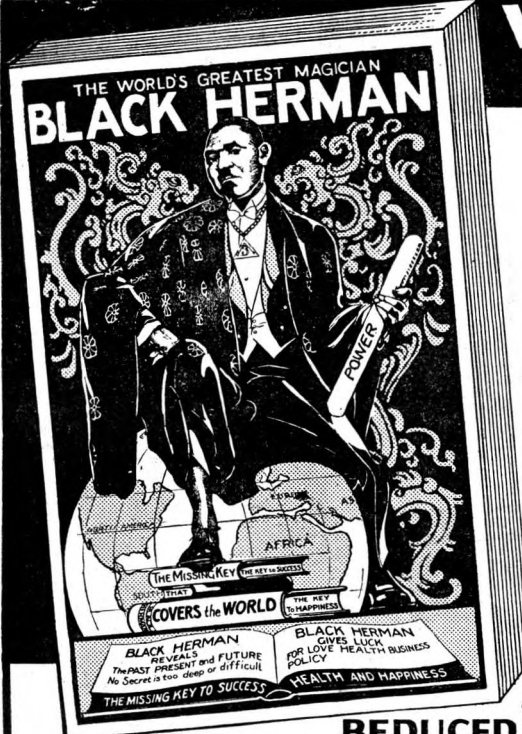


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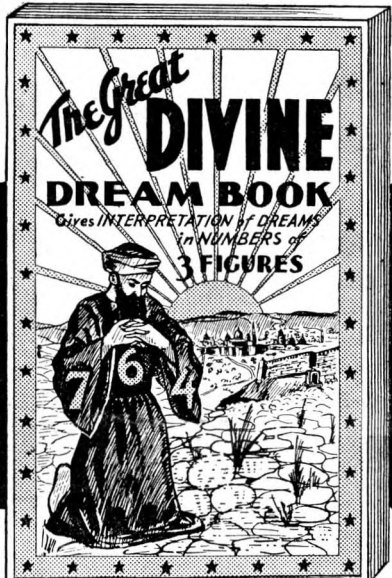
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**King Tut Policy Player Dream Book**

The Author claims, that the writings came from the Tomb of KING TUT. Contains a list of Ladies' or Gentlemen's names with their alleged Lucky Numbers! List of Animals and their alleged Lucky Numbers! Mystery Clock for finding alleged Lucky Numbers; 250 interpretations of New Dreams and Numbers. We assume no responsibility for claims made by the Author. Order Yours NOW.

Order by No. B-659  
Price Only ..... 50c



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



# The Magical Science of

## BLACK ARTS



This book deals with Occult Sciences—Demonology—Spirit Rappings—Witchcraft—Sorcery—Spirit Mirrors—Mesmerism—How to Charm Those You Meet and Love—How to Magnetize—Witchcraft and Black Arts. We assume no responsibility for the author's claims but simply give his version. Everything explained in clear language. Very interesting reading.

Order by No. B-615  
Price Only.....

**50c**

# Gypsy Madge's Fortune Teller

## DREAM BOOK



This is supposed to be the celebrated work said to have been written by the famous Queen of Gypsies, Old Egyptian Madge. Consists of a great Combination Table for playing Horses, Saddles, and Gigs. When to play Gigs, etc. Tells how to tell fortunes by Cards and Dice, and many other things of deep interest. We assume no responsibility for the author's claims but simply give his version. Be sure to order this Book. Send Stamps, Cash or Money Order.

Order by No. B-630  
Price Only.....

**35c**

## BLACK CAT CURIO and LODESTONE



The fame of the Black Cat as a Luck Bringer has spread to all parts of the world. The belief in the said Luck Bringing Influence has been known since long before the days of King Solomon in Ancient Egypt. Some people believe that this Curio together with a Lodestone in a Red Flannel Bag brings untold Luck in Money and Love and Uncrosses the Jinx. We make no claims to this effect and sell only as a Curio Combination. We hope that you will be pleased with possessing this Black Cat Curio Outfit.

No. A-525  
Price Only...

**\$1.00**

## National Policy PLAYERS GUIDE



Contents and complete list of Dreams with alleged Lucky Numbers, including Birth Dates and their alleged significance. Unlucky days, Rules for learning Saddles, Gigs, and Horses, and amount it is said they will bring. Also contains Ladies' and Gentlemen's Names and Numbers. We assume no responsibility for any claims or errors made by the author but simply give his version. Order your book now and read all about Numbers and Dreams. Something you might like to know.

Order by No. B-625  
Price Only.....

**\$1.00**

## Book of Great SECRETS

### Or One Thousand Ways of Getting RICH

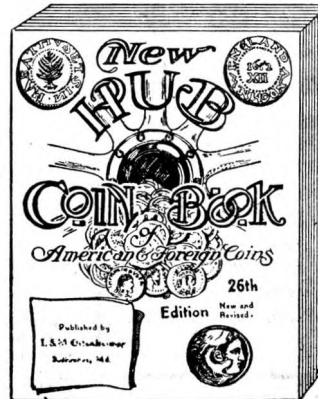


To people who work hard for Money and do not get much we have a few plain words to say. Everybody wants to make Money quick. We believe great fortunes have been made from some of the recipes given in this book. Contents: Druggists' Department—Manufacturers' Department—Hunters' and Trappers' Guide, Artificial Gold, Parlor Magic, Farmers' Department and dozens of valuable recipes for Household and Everyday requirements.

Order by No. B-638  
Price Only.....

**50c**

## New Hub COIN BOOK



You may have a fortune and not know it. Some have collected as high as \$400.00 for a 50c piece or \$200.00 for an Old Copper Cent.

Did you know that a certain U. S. Silver Dollar has a catalog value of \$750.00? If you accidentally got a piece of money like this you might never know its value. Learn about Old Coin values in this Book.

You may have Old Money that has great value. Find out for yourself by ordering this book today.

Order by No. B-649  
Price Only.....

**75c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# LUCKY MO-JO HIGH GRADE INCENSE



**Oriental Type Fragrance  
Smells Real Sweet  
Lasts Long Time**

## Perfume Your Home

Burn Lucky Mo-Jo Incense three times a week according to directions on each box. The sweetness will linger for days. Your friends will love to visit you and remark at the delightful perfumed fragrance that fills your home. Lucky Mo-Jo Incense is economical to buy because you can use less and the fragrance lasts for so long a time after it is burned. There is also a NUMBER that many call LUCKY packed in each package. However, we make no claims that it is LUCKY or of any value.

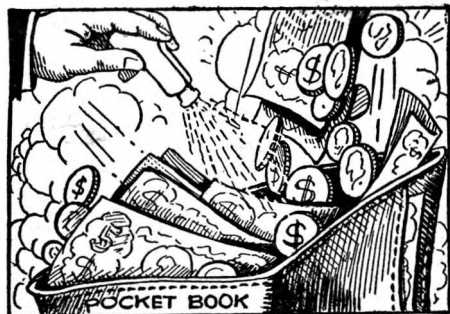
## Many Burn Incense for Luck

The burning of Incense for Luck was a secret belief known to Ancients, Orientals and people of many different faiths and religions. For thousands of years Chinese, Turks, Orientals and people of the Far East burned incense for Mystic Ceremonies and Invocations. They believed that it drove away enemies and attracted Good Fortune. We make no representations or claims like this except that it is a high grade incense made from a special Oriental Formula that possesses a delightful fragrance. We believe you will receive unusual satisfaction when you burn Lucky Mo-Jo Incense and smell its sweet perfume that diffuses the atmosphere.

Order by No. A-201  
Price Only.....

**50c**

# LUCKY MO-JO 7-11 HOLY TYPE OIL



**Sometimes Used This Way**

## HOW TO USE IT

Put a few drops on your hands, arms, and body. Rub until it becomes dry. Sprinkle a few drops in your dresser drawer or in clothes closet or around your home. Many people like to sprinkle it on their money. Try a bottle. We believe you will be pleased and receive great satisfaction.

Order by No. A-202  
Price Only.....

**50c**

## ANCIENT HOLY CUSTOM

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the HOLY Oil and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of HOLY ointment, an ointment compound after the art of the apothecary; it shall be an HOLY Anointing Oil." This Oil served to anoint the Tabernacle, the Ark of Testimony, the Altar of Burnt Offerings, the Altar of Incense, the Candlesticks, and all the Sacred Vessels. The Ceremony was confined to the High Priest, and was performed by pouring Oil on the head in sufficient quantity to run down on the beard and the skirts of the garments.

This Holy Type Anointing OIL is an attempt on our part to produce a product that reproduces to the best of our knowledge the odor of the HOLY Anointing OIL mentioned in the Bible. We believe that we have improved on the vehicle that carries the essences so that it will be more pleasant and easier to use. It is believed by some superstitious folks that rubbing or sprinkling OIL on their clothes would bring Luck in various undertakings. However, we make no claims that this article is Holy or Lucky and have given it the name of HOLY Type OIL as a trade name. If you try our LUCKY Mo-Jo 7-11 Brand HOLY Type OIL, we hope you will be real pleased.



SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# LUCKY MO-JO GOOD LUCK PERFUME



## HE LOVES HER

Thrilling, enchanting, captivating Oriental fragrance wins many friends for users of this remarkable perfume. Some people use it when they wish to be attracted to the opposite sex or gain favors. Many customers write us that they have been very pleased and satisfied. Order a bottle now. Try it yourself on handkerchief or clothes or rub a drop or two behind the ears. We believe you will be thrilled with its sweet fragrance.



Order by No. A-203  
Price Only ..... **50c**



## Sweet Perfume Attracts His Attention

The charm of this exquisite perfume is loved by all. Its sweet smelling, soothing odor lingers about you like a fascinating dream. Many claim that they have been Lucky in Love through the use of certain perfumes. However, we make no claims to this effect or that this perfume is LUCKY but sell only as a high grade perfume possessing a delightful, Oriental type, long lasting fragrance.

# GOOD LUCK SACHET LOVELY POWDER



USED BY MANY TO  
WIN IN LOVE

Keeps  
You  
Sweet



Order by No. A-204  
Price Only ..... **50c**



## HOW TO USE

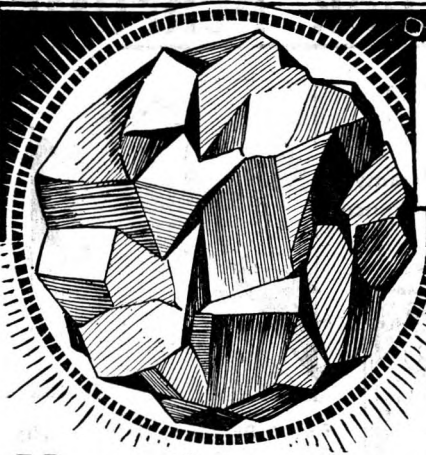
Place a little in a bag and tie around the neck or place a little on the body each morning. Surrounds you with a delightful perfume and keeps you sweet all day. Sprinkle in your dresser drawer to keep clothes sweet. While many say that these powders have brought them Good Luck we do not make these claims but sell only as a delightful, fragrant Sachet Powder.

## Attract Attention by Smelling Sweet

Rub Sachet Lovely Powder on your body. Give yourself a chance to win in love by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these Powders which many say is enticing.

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.





# LODESTONE

## GENUINE MAGNETIC

The Romans believed that the LODESTONE kept husband and wife faithful and their Love secure. Orpheus attributes to the LODESTONE the power of attracting the Love of gods and men, and it was frequently set in Wedding rings for this purpose. In India the LODESTONE is believed to give vitality and health to those who wear it, and it is very popular amongst Mohammedans as a Talisman against Evil Spirits. In Elizabethan days mariners had great faith in this stone as a preservative from shipwreck, and also as an Amulet against gout if worn against the skin.

## Magnetic:

Hoo-Doo Men from the land of Dixie made Conjure Bags in which they placed pieces of Lodestone, for the purpose of Hoodooing, Driving Away Evil Spirits, Drawing Folks to you, or Good-Bye Enemy Tricks, Job Getting, and general Good Luck. We have known many people who would not be without carrying a LODESTONE around with them. We have found this especially true among Folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We do not sell this LODESTONE for any of these purposes; neither do we make any claims that it is LUCKY, or that it will Drive Away Evil Spirits, but sell only as a Curio, and the use, which you wish to put it in your own affair. We do, however, guarantee that this LODESTONE is Genuinely, Magnetically Alive, or your money refunded. We have taken extreme care in securing only the best grade of LODESTONE. If you wish this Genuine, Magnetically Alive piece of LODESTONE, send your Order NOW.

Order by  
No. A-208

Price Only.....

**50c**



## LODESTONE POWDER

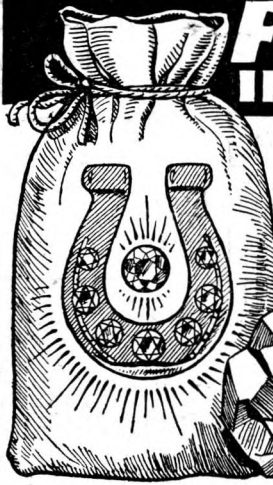
### Draws to Lodestone

Steel dust, or so called, Lodestone Powder, was used for Conjure purposes, placed in Red Flannel Bags, together with Lodestone and other so called Luck Pieces for the purpose of bringing Good Luck, Driving Away Evil, etc. The steel filings were also sprinkled upon Lodestone to draw a Person to you and get a Job. We make no claims to this effect, or that this so called Lodestone Powder will bring LUCK, or Drive Away Evil, and sell only as a Curio. Order yours NOW. Send 25c for one package or 50c for three.

Order by No. A-204F  
Price Only.....

**25c**

## NOVEL LODESTONE FIXED IN BAG



WITH  
LODESTONE  
POWDER  
AND  
MAGNETIC  
SAND



### LODESTONE CARRYING BAG

A Book on Folklore states that an old Conjuror made a Job Getting Hand by sprinkling steel filings upon Lodestone, (to draw a person to you), and tied all these in a Red Flannel Bag. Instructions were to wear this over your Heart, look your man straight in the eye, and concentrate upon getting it. We have Prepared This Wonderful Curio Bag, which consists of TWO Genuine Magnetic Lodestones, together with a generous supply of Lodestone Powder and Magnetic Sand, and placed all in a Red Flannel Carrying Bag. We make no claims that this combination of articles is LUCKY, or has any Supernatural Power, and sell only as a Curio. The TWO Lodestones are guaranteed Genuine, and are especially selected to have Magnetic Power. The Red Flannel Bag is included.

Order by No. A-504  
Price.....

**\$1.00**

## MO-JO Brand MAGNETIC SAND

### NO EXTRA CHARGE FOR RED FLANNEL BAG

We have many calls for this Magnetic Sand. Many of our customers like to carry a little in a Red Flannel Bag, or sprinkle it on a piece of LODESTONE, and believe it to be LUCKY. It is Magnetic Iron Oxide, and for that reason we have given it the name of Magnetic Sand. We make no claims that it is LUCKY, and sell only as a Curio. It comes packed in a Glass Jar, and we furnish a Red Flannel Bag without extra charge. Order yours Today.

Order by No. A-207  
Price Only.....

**35c**

Three for Only \$1.00

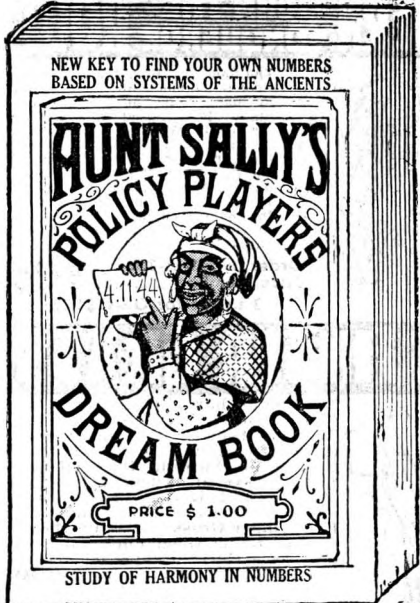


SEND ALL  
ORDERS TO

**KING NOVELTY CO.**

702 E. 63rd STREET  
CHICAGO, ILL., U.S.A.





# AUNT SALLY'S POLICY PLAYER'S BOOK

## The Big Book of Numbers

This great book gives the Author's interpretations of Dreams and Numbers to which they apply,—Good Combinations to Play, Tables for Finding what are supposed to be Lucky Numbers, Saddles, Gigs, and Horses. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

### SUMMARY OF CONTENTS

Lucky Numbers, Numbers that Harmonize, Interpretation of Dreams and Numbers to which they apply, Significance of Cards Dreamed and their Numbers, Good Combinations to Play, Table for Finding Lucky Numbers, Numbers and Dreams of the Months, Numbers for the Days of the Week, The Oraculum or Napoleon Bonaparte's Book of Fate, Ladies' List of Numbers, Gentlemen's List of Numbers, Alphabet and List of Numbers which they denote, Single and Combination Numbers for Dreams, Dominoes and their Numbers, Flowers and their Numbers. Be sure to get this Famous Dream Book.

Order by No. B-605  
Price Only.....

**\$1.00**



## HI-JOHN The Conqueror Root

To this root has been attributed more wonderful and Lucky properties than we have ever heard of. Certain Voodoos claim that a person carrying a piece of this HI-JOHN the CONQUEROR Root will never be without money and be extremely Lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a HI-JOHN the CONQUEROR Root.

Order by No. A-209  
Price Only.....

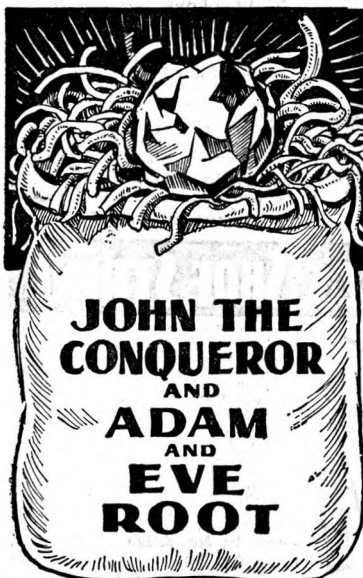
**50c**



## EGYPTIAN WITCH DREAM BOOK

This Famous Egyptian Witch Dream Book gives you list of Dreams and their Meanings — The Significance of Foretelling Future Events—Fortune Telling by Cards—Palmistry—To Discover a Thief—To See Your Future Husband—Signs to Choose Good Husbands and Wives—Charms and Spells. We take no responsibility for any claims or errors made in or concerning this book but simply give the author's version.

Order by No. B-606 Price. .... **30c**



# SOUTHERN STYLE HERB BAG DRESSED WITH SOUTHERN STYLE VAN-VAN OIL

To Those of our Customers Who Might Want an ALGIERS Southern Style Herb Curio Bag, we have prepared this remarkable collection of Herbs, Roots, and Lodestones.

Certain Voodoos, Witch Doctors, Fetish Worshipers, claim that a Bag of certain Herbs, worn on the person would drive away Evil and bring Good Luck in Games, Business, Love, etc. However, we make no representations to this effect. We are merely stating facts which have come to our attention. It is also well known that many people carry Luck Stones, Luck Roots, etc., on their person and many have attributed unheard of achievements to their particular Luck Charms. However, if you wish this specially prepared Southern Style Herb Bag we sell only as a Curio. Get yours NOW!

Dressed with Van Van Oil

Order by No. A-505

Price. Dressed with Van Van Oil.....

**\$1.00**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# ADAM AND EVE ROOT



The ADAM and EVE ROOT is a familiar root used by conjure men for so-called Hoodooing. Such Roots we believe were carried around on the person for the purpose of bringing GOOD LUCK, Winning in Love Affairs, Winning in Games of Chance, and almost anything else desired. We, of course, make no claims that the ADAM and EVE ROOT will bring the above mentioned GOOD LUCK. If it does, it may only be a coincidence. We sell only as a Curio or curiosity. Two Roots are packed in a box labeled "MO-JO Brand." Order by No. A-211  
2 Roots in Box.....50c  
3 Boxes for \$1.00

# Queen Elizabeth ROOT



We believe that this is one of the Roots used by Voodooes for conjure purposes. There are so many stories told by different people regarding the use of Roots for Winning in Love, Drawing Money, Getting Jobs, that we do not know which to believe, but the fact remains that so-called Root Doctors have placed Roots in Red Flannel Bags, and tied these around the neck for so-called Hoodooing. We make no claims that the QUEEN ELIZABETH Root is Valuable for this purpose, and sell only as a Curio.

Order by No. A-212  
Price Only.....50c  
Three for \$1.00

# DRAGON BLOOD POWDER



We do not know what it is about this DRAGON BLOOD POWDER that makes it sell so fast. Our customers have ordered it time and time again. Many people burn it as an Incense, and derive great joy this way. Whatever you have in mind to use this DRAGON BLOOD POWDER for is your own privilege. If you buy it from us you can be sure that you are getting the Genuine DRAGON BLOOD POWDER.

Order by No. A-204D  
Price per Box.....50c  
3 Boxes for Only \$1.00

# LIFE EVERLASTING



One Book on Folklore states that the LIFE EVERLASTING Root has been used for Fever and Toothache. The most interesting thing regarding the Root is the name, LIFE EVERLASTING, and it is probably for that reason that it has been such a Big Seller with us. We make no claims that this Root has any Medicinal Value, and sell only as a Curio. We hope that you will be real pleased with it. Packed in box, under the name, "MO-JO Brand," and mailed in a plain wrapper.

Order by No. A-214  
Price Only.....25c  
THREE BOXES for Only 50c

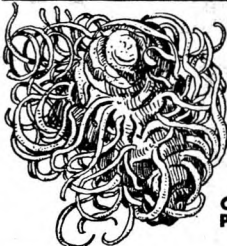
# SALEP ROOT LOOKS LIKE A HAND



This is one of the most odd, weird looking Roots we have ever seen. It is uncanny in appearance and looks like a Human Hand. We have sold more of this Root than any other and we believe this is due to the Hand shape of the Root. Amaze your Friends by possessing this unusual looking root. If you wish to get this HAND SHAPED ROOT send 50c for two Roots packed in a Box, or Three Boxes for Only \$1.00. Order Yours Today.

Order by No. A-215  
Price Only.....50c

# SOUTHERN JOHN THE CONQUEROR ROOT



The Southern John the Conqueror Root is a famous Root, well known by many Folks in our Southern States. It is indeed an odd looking Root. We have sold many thousands of these Southern John the Conqueror Roots to many of our customers who enjoy possessing one. Would you like this Curio? If so, order your Southern John the Conqueror Root. Comes packed in a box under the name "MO-JO Brand." Sent in a plain wrapper.

Order by No. A-216  
Price per Box.....50c  
3 Boxes for Only \$1.00

# FIVE FINGER GRASS



This plant has a leaf divided in Five Segments. We believe that this Root has been used by many people for Hoodooing, that is, for the purpose of Warding Off Evil and bringing Good Luck in Money Matters and Love Affairs. However, we do not claim that the Five Finger Grass will Drive Away Evil or Bring Good Luck, and sell only as a Curio. Comes packed in a box under the name MO-JO Brand.

Order by No. A-217  
Price per Box.....50c  
3 BOXES for Only \$1.00

# DRAGON BLOOD STICKS



Many of our customers like to carry the DRAGON BLOOD STICKS as a Curio. We do not know what the reason is, but have heard someone state that the Genuine DRAGON BLOOD STICK is very LUCKY. We are not telling you this that you should buy it for this purpose, but thought that you might be interested in hearing about something that has been claimed LUCKY. If you wish the Genuine DRAGON BLOOD STICK, we make no claims that it is LUCKY, and sell it only as a Curio, packed in a box, under the Trade Mark "Mo-Jo Brand."

Order by No. A-218  
Price per Box.....50c  
3 Boxes for Only \$1.00

# PLANT of PEACE



A Book on Folklore tells this about the PLANT of PEACE (Ariseoma triphyllum)—"Take the leaves, rub on hands."

Use to make "Hands" to bring Security and Peace—to Protect you from enemies. We are stating a belief regarding the PLANT of PEACE, and do not sell it with any claims that it will bring Security, Peace, or Protect from Enemies. If you wish to possess the PLANT of PEACE Root, as a Curio, send your Order Today. Packed in a very attractive box.

Order by No. A-220J  
Price per Box.....50c  
3 Boxes for Only \$1.00

# DEVIL'S SHOE STRING



A certain Book on Folklore gives the following belief regarding DEVIL'S SHOE STRING: "Cut Root into small pieces, put camphor or whiskey on it, rub on your Hands—Will give you control over any woman. Carry a bit in your pocket, no snake will bite you; Lay a piece in a man's path, he will never have any more money; Use it for a Gambling 'Hand.'" We make no claims that this Root will have any supernatural effect as above mentioned, and sell only as a Curio.

Order by No. A-220  
Price per Box.....50c  
3 Boxes for Only \$1.00



# SUCCESS *Brand* WAXEN CANDLES

## CANDLES USED IN RELIGION

The Burning of Candles is an old custom, which has been followed religiously for years. One Book states that Witches would be kept awake by carrying a lighted Candle about from 11 to 12 o'clock at Midnight. The story goes that the Witches tried to blow out the Candle, but if the flames burned steadily until Midnight you were safe. Another Author states, that in his belief, the lighted Candle so often used by the New Orleans Voo-Doos is simply a copy of the Candles burned by the Catholics to their Saints. It was also mentioned that a New Orleans Spell was worked by four nickels arranged in the form of a Cross with the Candle at the head and foot. In New Orleans Voo-Doo practices, Blue candles were used for Love. The author of this book also states that Candles, too, are regarded as a PROTECTION against Spells. It is believed among certain classes of people that the burning of Candles would bring GOOD LUCK, Help one Win in Love, and Drive away so called Evil Spirits. For Folks who wish to buy Candles for whatever purpose they want to put them to, we have prepared this box of SUCCESS Brand CANDLES. We make no claims that the burning of these Candles will bring LUCK, Drive away Evil, etc., and sell only as specially moulded, High Quality Candles. Choose the colors you want.

## FREE

Of Extra Charge. Wick Anointing Oil will be furnished with each box of Candles.

1 Dozen Assorted Colors. **\$1.10**

RED	No. A-301	1 Doz. In Box....	<b>\$1.00</b>
YELLOW	No. A-302	1 Doz. In Box....	<b>\$1.00</b>
BLUE	No. A-303	1 Doz. In Box....	<b>\$1.00</b>
BLACK	No. A-304	1 Doz. In Box....	<b>\$1.00</b>
WHITE	No. A-305	1 Doz. In Box....	<b>\$1.00</b>
GREEN	No. A-306	1 Doz. In Box....	<b>\$1.00</b>

NOTE—We will assort up one dozen of these SUCCESS Brand CANDLES in a box—choice of any colors you wish for only 10c additional.



ONE DOZ. CANDLES  
SPECIALLY MOULDED

## MO-JO *Alleged* LUCKY CURIO BRAND BOX



All for **\$1.00**

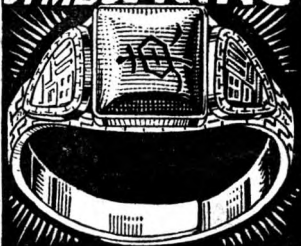
VOO-DOO and so called HOO-DOO and Conjure Doctors have made what they call HANDS. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs,

Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called HANDS often consisted of a Red Flannel Bag in which ROOTS and LODESTONES were placed. We have prepared this MO-JO Brand CURIO BOX which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio. If you wish this Big Box of Curios, for only \$1.00, send your Order Today.

Order by No. A-500  
Price Complete in Box. **\$1.00**

## LUCKY OMEN *Alleged* SYMBOL RING

Get this Mystic looking Ring, with Chinese Symbol on stone. The Manufacturer of this Ring states that this symbol means "Good Wind," and the Chinese symbols on the side of the Ring designate "Happiness," and the entire meaning of the Ring means "Good Wind of Happiness," or a "GOOD LUCK" Ring. Many of our customers like to wear this Mystic, Weird Looking Ring, with flashy Red setting, designed with strange looking Chinese letters, and feel that it is a sort of LUCK Piece and Amulet. We have, therefore, given this Ring the name of alleged LUCKY OMEN Ring, but we do not claim that it will bring LUCK, or have any supernatural effect. Be first to wear this Mystic, Unusual Ring. Send piece of string showing finger size.



Order by No. J-126 Price Only. **\$1.00**

## LUCKY MO-JO *Alleged* GOOD LUCK COIN

Thousands of people are carrying POCKET LUCK PIECES from which they would not part for anything. The LUCKY MO-JO Alleged GOOD LUCK COIN may be just the thing you would also like to carry. On this Coin you will find designed some of the most famous emblems of LUCK as follows: Horseshoe Nail, Lady Luck, Four Leaf Clover, Horseshoe, Wishbone, Happy-Go-Lucky, Lucky Luce, Blue Birds of Happiness, Indian Luck, Gypsy Luck, Lucky Mo-Jo Heads, Truth, Love, and Romance. Carry all of these in your pocket at one time. We make no representations that this coin has LUCKY Properties and sell only as a curio. However, many of our customers have been pleased.

No. A-221  
Price Only. **50c**



**C. O. D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**





**LITTLE JOHN to CHEW**



**LOOK WHAT \$1.00 WILL BUY ORDER NOW**

**SALEP ROOT**  
*Sometimes called*  
**HAND-ROOT**



**SOUTHERN JOHN THE CONQUEROR ROOT**

**GENUINE MAGNETIC LODESTONE**

BIG CURIO OUTFIT all for \$1.00

Many people like to carry Lodestones and Roots and believe in the superstition that such articles will drive away Old Man Trouble, will drive away the Devil, and draw Luck in Love and bring about Peace and Happiness. Conjure Doctors in the South have given people such so-called Charms as Roots and Lodestones to carry around and have said that this will do almost anything such as Driving away Enemies and have called these tricks in Out Hoo-Doing a person that was Hoo-dooed and bring about almost anything desired. We make no such claims to this effect for any of the articles described but we sell them as a Curio. This Outfit consists of One Little John to Chew ROOT, price 50c, One Salep ROOT sometimes called Hand

Root because of its resemblance to a Human Hand, price 50c. One Genuine Magnetic Lodestone, price 50c, One Southern John the Conqueror ROOT, price 50c. If these were bought separately we would have to sell for \$2.00 but you need only pay \$1.00 if you will order all at one time.

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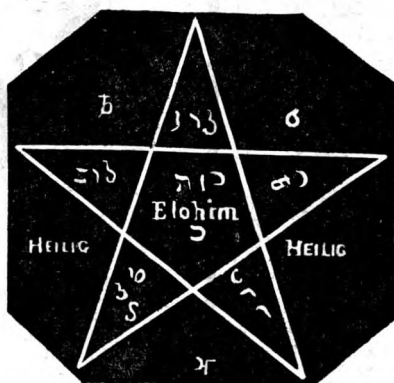
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Fig. 2—It is said in the Book that this Seal is used for finding Buried Treasures.

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Fig. 3—It is said to bring a person who carries it great Fortune and Blessing.

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Fig. 4—The book states that one who carries this Seal will be much beloved and Defeat his Enemies.

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Fig. 5—The book states that to carry this Seal on the Body will save a person from Misery and give the greatest Fortune and Long Life.

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Fig. 8—The book states that this Seal will reveal the precious contents of a mine.

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Fig. 12—It is said in the book that this Seal brings Great Fortune by Water and its Spirits will supply the Treasures of the Deep.

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Fig. 13—This Seal, the book states, will give the Treasures of the Earth.

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Fig. 19—The book states that it gives Wealth

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Fig. 20—The book states that this Seal gives LUCK and FORTUNE.

## **THE SEAL OF THE SPIRITS**

Fig. 21—The book states that this Seal will compel Spirits to appear immediately and to serve in all things.

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Fig. 22—The book states a Magical Operation is made within this Circle—Oriens, Occidens.

## **THE SEAL OF SHEMHAMFORAS**

Fig. 30—The book states that this Seal brings to light the Treasures of the Earth if buried

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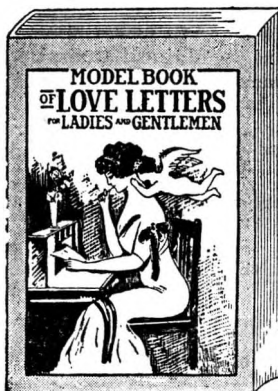
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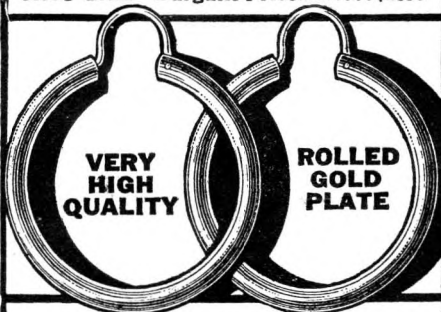
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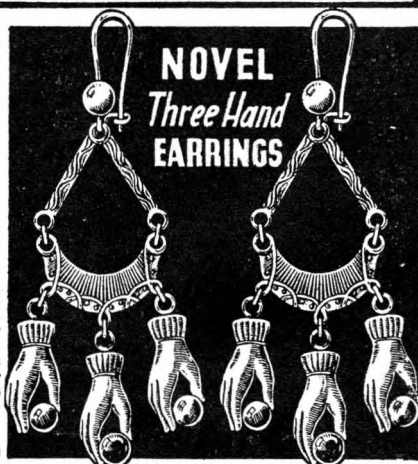
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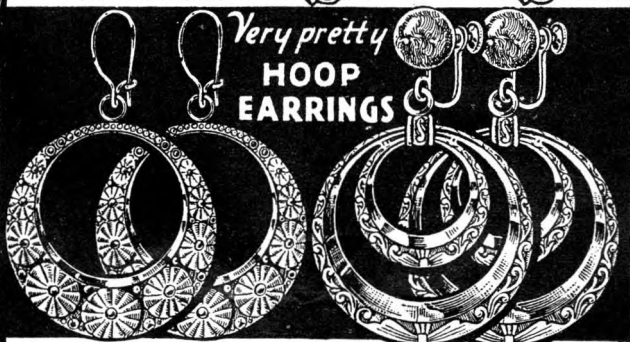
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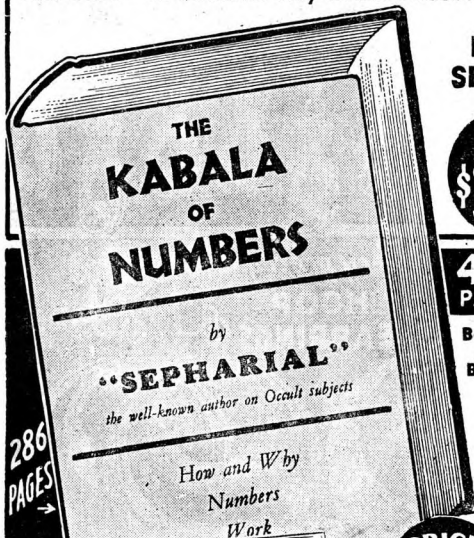
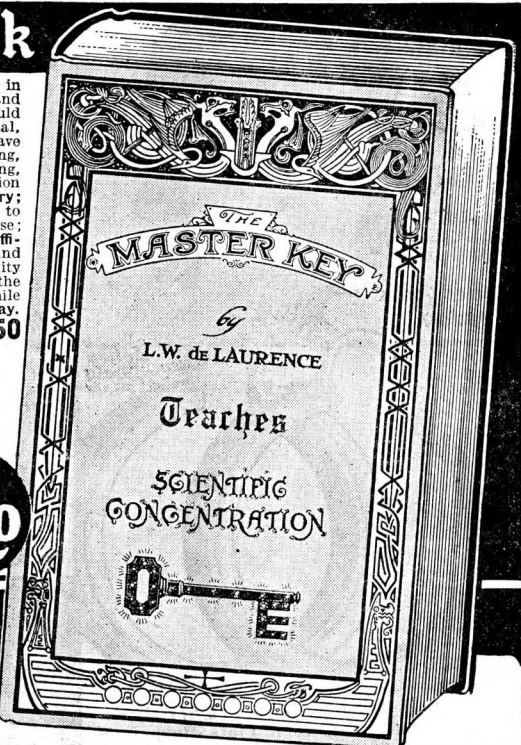
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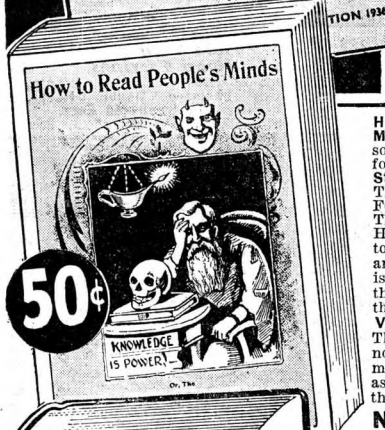
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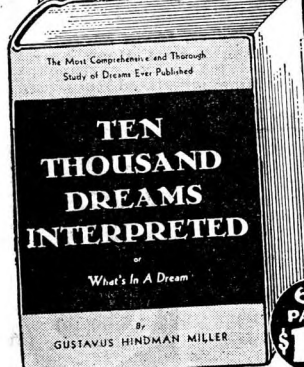
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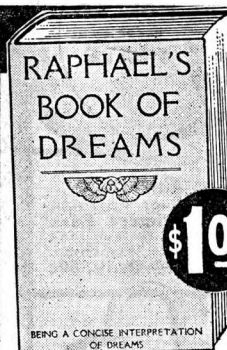
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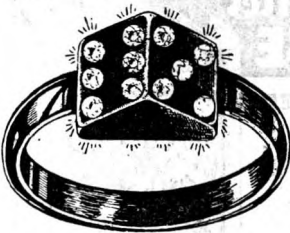
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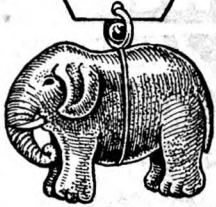
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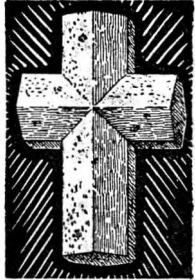
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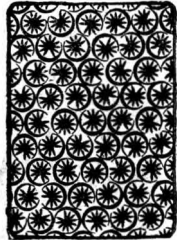
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## Spiritual Rites INCENSE

### HIGHLY PERFUMED

Specially prepared Golden Brown Compound Powder, the form, which has been said, has been mostly used for ages by the **Oriental**s for **Ceremonies** and **Invocations**. It has been said that to the **Hindu** the burning of **Incense** seems to lull him into a **Soul Vision** inducing a state where he experiences that weird "Out of the Body" sensation. It is said by those who profess to know that **Incense** was burned by **Ancient People** and even in the present time for the purpose of bringing **Good Luck** in **Money** Matters, **Love Affairs**, **Games of Chance** and to **Drive Away Evil Influences**. We make no claims to this effect and sell **Spiritual Rites Incense** to our customers who may use it for their own particular purpose.



Large 1/2 lb. Can

Order by No. A-201R

Price only ..... **\$1.69**

## ALLEGED Fortune Teller INCENSE

### LOVE—LUCK MONEY

Will these Be Yours? This remarkable incense burns discharging a delightful fragrance. Then behold! Little by Little—Slowly—Letter by Letter—Word by Word—Mysteriously **YOUR READING** appears in the **ASHES**. You will marvel—you will be amazed to see your **Alleged Fortune** in the **Ashes**. We make no claims that this **Fortune** is true or accurate. We sell only for amusement. Do not miss out on this **Right** in front of your very eyes you will read a message in the **Ashes** of the **Burning Incense**. It is easily worth the small sum we ask. Buy a box now.



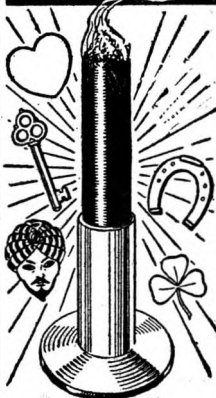
Order by No. A-201M

Price only ..... **25c**

2 Boxes for 45c

### ALLEGED

## Lucky Burning Perfumes



Because of the belief that **PERFUMED INCENSE** would ward off **EVIL SPIRITS**, the **Tibetans** have placed some **Incense** in the **Amulet Boxes** they commonly wear, and in which they have great faith for **PROTECTING** them from bodily harm. It is well known that fragrant **PERFUMED INCENSE** has been used in many forms of worship. Because some believe that the burning of **Perfumed Incense** is **LUCKY** we have given this **Incense Candle** the name of **Alleged LUCKY BURNING PERFUME**, as a Trade Name only, but we make no claims that it will bring **LUCK** or **Drive Away Evil**. We sell for its **Delightful Fragrance**.

No. A-279

Price only .... **50c**

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



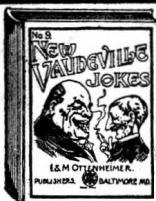
# BIGGEST BARGAIN in these FINE BOOKS

64 PAGES TO A BOOK

COVERS IN COLORS

ANY  
BOOK  
**10¢**  
EACH

ANY  
BOOK  
**10¢**  
EACH



Joke  
Books



LIVELY JOKES

Dream  
Books



SNAPPY JOKES

**NEWVAUDEVILLE JOKES**

Contains the latest and best jokes, monologues, gags, and funny stories. Get great laughs and amusement.

Here are some jokes the author says never before heard. Read these jokes and get some real good Laughs.

**No. B-908 . . 10¢**

A Book of real laughs which you won't be able to keep back once you start to read these jokes.

**No. B-917 10¢**

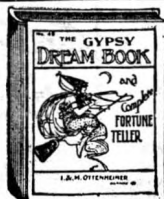


**No. B-901 10¢**

**GOOD TIME JOKES**

Contains the latest, most popular good time jokes and funny stories. Get tremendous fun and amusement reading these jokes.

**No. B-902 10¢**



**Gypsy Dream Book**

Explanations of Dreams, Fortune Tellings, and Palmistry. Big Bargain at 10¢.

**No. B-909 10¢**



**Fortune Telling**

The author gives a new system of fortune telling by cards.

**No. B-913 10¢**



**IRISH JOKES**

The latest select collection of Irish Jokes, anecdotes, and funny stories. Get fun, amusement, and great laughter reading this Big Fun Joke Book. \$1.00 worth of Fun for 10¢.

**No. B-903 10¢**



**MINSTREL JOKES**

Here is the latest collection of witty jokes, monologues, gags, used by leading minstrel artists of the day.

**No. B-904 10¢**

**Any 12 Books \$1.00**



**BREEZY JOKES**

Laugh and chuckle reading these breezy, snappy jokes.

**No. B-910 10¢**



**WINE, WOMAN**

And Song Jokes. Have a real good time reading these Jokes.

**No. B-914 10¢**



**TRAMP JOKES**

Tramp Jokes are always funny. Get a great kick out of reading some of these most amusing, interesting jokes. Get \$1.00 worth of Fun and Amusement for 10¢. Roar with side splitting laughter.

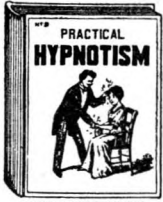
**No. B-905 10¢**



**RED HOT JOKES**

Latest and funniest jokes, gags, comic sayings, and funny stories.

**No. B-911 10¢**



**HYPNOTISM**

Here is a chance to read and learn about Hypnotism. A Bargain at this price.

**No. B-915 10¢**



**How to Make Love**

The art of Wooing, Winning and Wedding. How maidens may become Happy Wives and bachelors Happy Husbands. Complete directions for declaring Love's intentions.

**No. B-906 10¢**



**FARMER JOKES**

Very funny, amusing, and droll. Get some real good laughs.

**No. B-912 10¢**



**Hundreds of Laughs**

And Good Jokes. The latest jokes and funny sayings.

**No. B-916 10¢**



**PEPPY JOKES**

Hot stuff and how! Just the kind you want—something to make you laugh and chuckle. Get Big Fun and amusement.

**No. B-907 10¢**

**Any 12 Books On This Page \$1**

**FUN AND MAGIC**

Parlor Amusements, Fortune Telling, Card Tricks, Jokes, Riddles, Conundrums, Puzzles, Flirtations, Toasts, Money Making Secrets, Parlor Magic, Funny Readings, etc.

**No. B-918 10¢**

**SPICY JOKES**

A great collection of different, original and newest funny stories, spicy and breezy jokes. Laugh, chuckle and roar—get great amusement.

**No. B-919 10¢**

**Hot Stuff Joke Book**

Latest and Best Jokes, Gags, Conundrums, and Funny Monologues. Be the life of the party when you spring a few of these jokes.

**No. B-920 10¢**

**Any 12 Books \$1.00**

**How to Become Beautiful**

A Complete Guide to all the arts and secrets of beauty and charm. Contains the Power of Beauty, Beauty of the Head and Hair, Beauty of Complexion and Skin, Beauty of Dress and Adornment.

**No. B-921 10¢**

**FLIRTATIONS**

Contains the art of flirting with the handkerchief, fan, glove and cane. Secret Signs, Insinuations, Invitations and Captivations. Also the Cure for Bashfulness and the Science of Kissing.

**No. B-922 10¢**

**LETTER WRITER**

Complete letter writing instructions. Also a course of letters on business, love, courtship and marriage.

**No. B-923 10¢**

**Any 12 Books On This Page \$1**





Ladies'

## Beautiful 3 Piece DRESSER SET

**LADIES LOOK!**

Three Lovely Pieces:—Brush, Comb, and Fancy Oval Shaped Hand Mirror. Good Quality Bristles in Brush. Comb with both Fine and Coarse Teeth.

**LOOKS  
WONDERFUL ON  
YOUR DRESSER**

Get one of the Beautiful 3 Piece Dresser Sets for your own Dresser, or give one to your Sweetheart, Wife, Mother, or Sister. Big Bargain! Be sure to state color you want.

**BEAUTIFUL SET**

Comes in Attractive, Pink, Blue, Green, Black, Silver, and Gold. Fancy Color Design on rich looking background. Mirror, Brush and Comb all match. Each Set packed in fancy Gift Box. Order Yours Now.

only  
**75¢**

No.  
**D-177**  
Price  
**75c**

**REAL VALUE**

## HANDSOME 3 PIECE MILITARY BRUSH SET

Two Hair Brushes and Comb in Fancy Gift Box. Extra Fine, Stiff, Pure White Bristles in Brushes. Attractive, Fancy design, Gold painted bands on both Brushes. Also Men's High Quality

Pocket Comb with coarse and fine teeth. Each set comes packed in a rayon silk lined

Gift Box with the West Point Insignia on box. This Brush Set is wonderful for Men with Hard to Brush Hair. Just take the Two Brushes, one in each Hand and Brush your Hair real Smooth, Slick and Sleek looking. West Pointers, who everyone knows really keep their HAIR looking Slick and Sleek.

No. D-178 . . . . . Price Only 75c

**Mens'  
MILITARY  
BRUSH &  
COMB SET**  
**75¢**

## HANDY 4 PIECE OUTFIT



Shampoo the Hair with our Famous VALMOR Pine Tar Shampoo—Rub in the HAIR Slicker Oil, and then Brush and Comb in this High-Quality, Stiff Bristle Brush, and extra Strong Comb. Buy this 4 Piece Hair Treatment Set. Here's a Bargain for you. ALL for only 98c. Pine Tar Shampoo . . . \$0.50 Hair Slicker Oil . . . . .50 Comb and Brush Set . . . . .60 Value . . . . . \$1.60

No. D-131 Only 98c

Get All 4 Pieces  
a \$1.60 Value for **98¢**

## NOVEL

**COMB AND  
BRUSH**

*Combination*

Comb slides  
in Brush



**59¢**

Look at the Picture and see how Comb Slides into Brush. Brush and Comb your Hair, and then slide Comb in novel slot. Extra Stiff, Strong Bristles. Looks like a \$2.50 Brush.

No. D-179 . . . . . Price Only 59c

## AIR CUSHION HAIR BRUSH



**75¢**

**WIRE BRISTLES**  
Is your HAIR Unruly and Hard to Brush? Get yourself a WIRE BRISTLE AIR CUSHION HAIR BRUSH. No matter how thick, coarse or stiff the HAIR is, the Wire Bristles go right through them.

No. D-180 . . . . . Price Only 75c



**PROFESSIONAL HAIR  
BRUSH—EXTRA STIFF**

Extra Stiff—Extra High-Quality—Professional Hair Brush. The kind used by many Barbers and Beauty Shops. Made to stimulate and invigorate your Hair and Scalp. Treat your HAIR to a Beauty Operator's Brush.

No. D-182 . . . Price Only 35c

**BARGAIN  
35¢**

## Fine MENS' 2 PIECE SET



**MEN and BOYS** Brush your Hair with this Fine Quality Hair Brush. Extra Stiff. Strong Bristles, helps you place your Hair in sleek real Smooth. Comb furnished FREE of extra charge. Your Hair needs this Brush and Comb Set, and the price is a Bargain.

No. D-186 Only 35c



**25¢**

Best Made Brand Dressing Combs.

**20¢**

**15¢**

Heavy, Strong, Fine Quality, Coarse and Fine teeth.  
No. D-183A—9 Inches Long . . . . . 15c  
No. D-183B—10 Inches Long . . . . . 20c  
No. D-183C—11 Inches Long . . . . . 25c

**BARGAIN**

**BRUSH  
and COMB  
with  
HAIR  
SLICKER  
and  
SHAMPOO**

## CURLING IRON

Curls at the nape of your neck or dress the HAIR in Lovely Waves. It just takes a few minutes with this Heavy, High-Quality Curling Iron. This is not a cheap Curling Iron, but a Heavy Duty one that Curls your Hair Real Pretty and Attractive looking.

No. D-184 . . . . . Price Only

**PRICE  
60¢**



**EXTRA STIFF  
HAIR  
BRUSH  
for unruly  
HAIR**

**TAME YOUR HAIR** with Special Thick Bristle Brush. Really removes Snarls and tangles. Extra Long Bristles that reach right down and massage the scalp, too! A Wonderful Brush for Hair hard to manage. Each Brush in individual box.

only  
**75¢**

No. D-185 . . . . . Price Only 75c



# KENTUCKY-MAID REVERSIBLE HAIR STRAIGHTENING COMB



COMB OTHER SIDE

COMB ONE REVERSE HANDLE SIDE



SLICK THE HAIR IN PLACE

CURVED TEETH

WIRE OR WOOD HANDLE

BOTH SIDES OF HAIR EASY TO DRESS. Get yourself this Kentucky-Maid Reversible Hair Straightening Comb. Easy to use. First Heat Comb over Lamp or Stove, apply Pomade or Pressing Oil, and pass Comb through one side of Hair. Then unscrew comb, reverse Handle and use on other side. Now your Hair is Straighter looking all over—not just on top. FREE of extra charge—Large 50c size of Sweet Georgia Brown Hair Dressing Pomade.

No. D-166—Wire or Wood Handle... \$1.39

BIG VALUE \$1.39

SWEET GEORGIA BROWN HAIR DRESSING POMADE FREE! OF EXTRA CHARGE



SWEET GEORGIA BROWN Hair Dressing Pomade—Beautifies the Harshes, Stubbiest, Dried out, Crimpy HAIR, and makes it easier to be combed out Straight looking.

C-110.... 50c

Press that BAD HAIR Straighter Looking—Easy to Use—Just rub SWEET GEORGIA BROWN Pressing Oil on Hair and draw Hot Comb through it. Order yours Now.

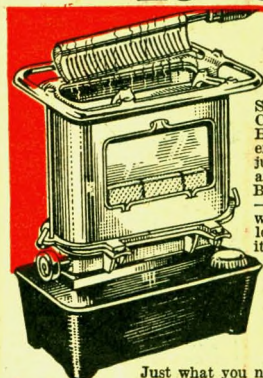


LUCKY BROWN Hair Dressing temporarily Straightens Rough, Unruly, Scrimpy, Short, Stubborn HAIR. Full directions on Big Jumbo Can. For Men, Women, Boys and Girls. Order Now.

C-119... 25c

LUCKY BROWN Hair Pressing Oil—Press your HAIR Straighter looking. Just do as the Girl in the Picture on the Can. Rub Pressing Oil on Hair and stroke Hair with Hot Comb.

C-118..... 25c



Handy Andy Hair Straightening Comb Heating Stove—Heats Straightening Combs and Hair Straightening Pincers just right. Safe and easy to use. Burns Kerosene—a few cents worth lasts a long time. Carry it wherever you go and always have ready to use. Keeps Combs or Pincers at right white dressing HAIR.

Just what you need for Home or Beauty Parlor use. Buy a HANDY ANDY Stove Today.

No. D-108..... \$2.25

Extra Wicks Only 15c Each



LUCKY GIRL HAIR STRAIGHTENING COMB—If your Hair is stubborn or tough, or won't stay in place, just temporarily Straightens out. Don't worry about Bad Hair. Order Comb Now.

No. D-167—State Wood or Wire Handle.... \$1.00

BIG VALUE \$1.00



Sweet Georgia Brown Hair Straightening Comb—Extra Big—Tames the Kinkiest, Harshes, most stubborn HAIR into Straighter looking, Beautiful Strands. Curved Brass Teeth hold heat long time.

No. D-168—Wood or Wire Handle. \$1.50

BARGAIN \$1.50



MADAM JONES HAIR STRAIGHTENING COMB—Big Bargain. Fast Working, Heavy Brass with Curved Teeth, Wire or Wood Handle. No need going around with Bad HAIR when you can get this Comb for only 75c.

No. D-169—Wire or Wood Handle.... 75c

BARGAIN 75c



SPECIAL DOUBLE WAY HAIR STRAIGHTENING COMB—Look at the picture of this Comb. See the Two Sets of Teeth—One Long Set and one Shorter Set. Made to temporarily Straighten out the little short, stubborn hairs, too. Heavy Brass—Wire or Wood Handle.

No. D-170—State Wire or Wood Handle.... \$1.69

ONLY \$1.69



ELECTRIC STRAIGHTENING COMB—Just put plug in socket and Hair Straightening Comb heats right up. Very High-Quality—Big and Heavy. Forget Bad HAIR Worries. Order yours NOW.

No. D-171—Electric Comb..... \$2.98

BIG VALUE \$2.98



DIXIE BEAUTY HAIR STRAIGHTENING COMB—Have you wished for Straighter looking HAIR? Here now your wish can come True. Apply Pressing Oil, run the Hot Comb through Hair and you get your wish.

No. D-172..... 59c



BIG BARGAIN—Fine Brass, Curved Teeth, Comb down those stubborn, harsh Hairs. You don't have to be rich to have Pretty Hair. Just order up a Hair Straightening Comb and Beautify your HAIR.

No. D-173—Only 39c

39c



HAIR STRAIGHTENING PINNERS—Is your HAIR Stubborn and Tough and just won't stay down? Hair Straightening Pincers can fix this trouble. Just Heat and Press your Hair between the Pincers.

No. D-174.... \$1.50

ONLY \$1.50

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.



# Get after Corn Pains

QUICK RELIEF from CORN CALLOUS and BUNION ACHES



## Get After Corn Pains RELIEVE CORN PAINS NOW

Are your Feet aching you at every step you take? When you walk do you have that **Hateful Corn Misery**? Then why don't you do something for it! Go after that **CORN** that Hurts so Bad. Order a package of **VALMOR Rubberized CORN PADS**. Usually affords instant Relief from **CORN** Pains due to shoe pressure. **DOUBLE ACTION**—1. Relieve Pain by removing Pressure. 2. Medicated Discs furnished at no extra charge to Help Loosen Aching **CORN**—Root and ALL.

### CORN PADS

No. M-732 — Only. . . . . **35c**



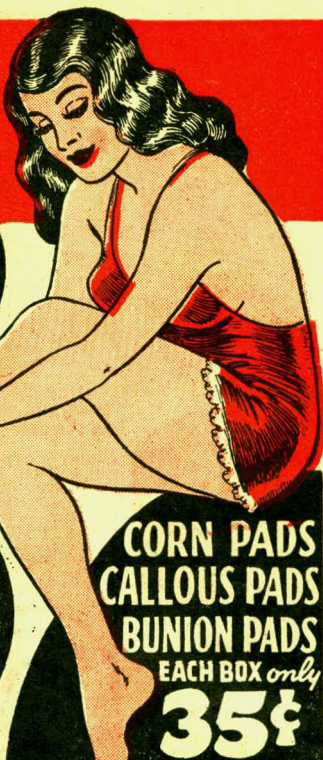
**BUNION PADS**  
No. M-733. . . **35c**

### BUNION PADS

Is your shoe Pressing, Annoying, and Hurting that Sore, Aching, Tender **BUNION** of yours? Get Relief NOW from this Miserable **BUNION** Pain, due to shoe friction or pressure. Buy a Box of **VALMOR RUBBERIZED BUNION PADS**. Put one on the Tender spot where the shoe Rubs or Pinches. Follow Directions.



**CALLOUS PADS**  
No. M-734. . . **30c**



**CORN PADS  
CALLOUS PADS  
BUNION PADS**  
EACH BOX only  
**35¢**

### CALLOUS PADS

It's really Misery when you suffer from **CALLOUSES** at the **Bottom** of your Feet. Just put a **VALMOR RUBBERIZED CALLOUS PAD** on the Tender spot where the shoe rubs, bites, or pinches.

#### DOUBLE ACTION

1. Usually relieves Pain instantly by removing Pressure.
2. Medicated Centers to help Soften and take **CALLOUSES** Off.



**FOOT TREATMENT**  
"ALL 3"  
**95¢ VALUE for 65¢**

### FOOT POWDER

**HOT—TIRED—BURNING—PERSPIRING FEET.** Get Relief, For Pleasant Relief from Perspiring, Tender, Chafed, Sensitive, or Odorous Feet, use **VALMOR FOOT POWDER**. Just Sprinkle on Feet and in Shoe. Feels so Soothing. Keeps Feet Smelling Sweet. Order yours NOW.  
No. M-735  
Price Only. . **35c**

### FOOT BALM

After a day's work when your **FEET** are so Sore, Tired, and Aching, try this: Massage **VALMOR FOOT BALM** on those Tired, Aching Feet. Soothes, Refreshes and Cools your troubled **FEET**, caused by Exertion and Fatigue. Order **FOOT BALM NOW**. Satisfaction guaranteed or your money back.  
No. M-736  
Price Only. . **35c**

### FOOT SOAP

Your **FEET** must be washed regularly, not only to keep Feet Sweet and Clean, but before applying **CORN PADS, BUNION PADS, FOOT POWDER**. Wash your Feet with this Fine **VALMOR MEDICATED ODOR FOOT SOAP**. Works up Big Lather in few seconds. Deodorizes and Cleans Tired Aching Feet.  
No. M-737  
Price Only. . **25c**

**GIVE** your Feet this Treatment! First bathe Feet with **VALMOR MEDICATED ODOR FOOT SOAP**, then Apply **CORN PADS** to Aching, Painful **CORNS**. Sprinkle **VALMOR WALK-EASY FOOT POWDER** on Feet and in Shoes every morning.  
1 Foot Soap . . . . . 25c  
1 Corn Pad . . . . . 35c  
1 Foot Powder. . . . . 35c  
Total Value . . . . . 95c  
Order Now—Save Money  
No. M-738  
ALL FOR. . . . . **69c**

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# GOOD HOME REMEDIES for Your MEDICINE CHEST

**KIDNEYS MUST CLEAN OUT ACIDS. YOUR KIDNEYS** contain millions of tiny filters that keep the Body Poisons Out of Your BLOOD. Excess Acids and Poisonous wastes are Removed by proper working KIDNEYS. If you expect Organic Trouble you should visit a physician. If the 15 miles of KIDNEY TUBES and Filters don't work well because of Functional Troubles, Acids and Poisons may get into the Blood, and you may Suffer Aches and Pains. If you don't suspect Organic Troubles and want to help yourself Flush your Kidneys, then try VALMOR BUCHU COMPOUND LITTLE BLUE PILLS. They act as a Stimulant Diuretic to the KIDNEYS. Follow Directions and Drink plenty of water. 40 Pills in each Box. Order your Box of Pills NOW. Take excess Acids out of the Blood.

## BUCHU COMPOUND PILLS



Keep a Box Handy

40 PILLS 50¢

No. M-724—Price Only..... 50¢

## LUCKY MAN and WOMAN LINIMENT

When MUSCULAR Aches and Pains, Backaches, Shoulder Pains strike, use LUCKY MAN and WOMAN LINIMENT. This remedy soothes the aches and warms up the sore spots. Pour Liniment in hand and Rub in the spot that feels Sore and Aching. Just Rub it in on back, shoulders, wrists, legs and arms. Rub Briskly and get a Quick Warm Up. Men, Women, Children, Mechanics, Farmers, Day Laborers, Garage Hands, Laundresses, Factory Workers, Cooks, Nursemaids—Most Everybody may at some time or another need this Wonderful LUCKY MAN and WOMAN LINIMENT. You can never tell when you may need it. Order Yours Now.

No. M-727—Price..... 25¢



## Special VALMOR COUGH SYRUP and Laxative COLD TABLETS



**TAME COLD COUGHS Before They Get Worse.** When you come down with a Cough due to Colds don't neglect it. Give yourself this Treatment: Take a teaspoonful of Cough Syrup, every 3 or 4 hours, and take a VALMOR Laxative Cold Tablet at night before going to sleep. Regular price of Cough Syrup is 50¢. Special Offer—Get BOTH for only 49¢.

No. M-726

for BOTH 49¢



## MENTHO VAPOR SALVE

Get After Head Colds—If you are down with a Cold in the Head, Stuffed up Nose, due to colds, do this right away: Put a little MENTHO VAPOR SALVE in your nose and rub a little on your Chest. It helps soothe the irritations, helps open the passages so you can breathe easier in case of a Head Cold. Good for Men, Women, and Children. Be sure to order a Jar Today and keep it handy.

No. M728—Price... 39¢



ORDER YOURS NOW used to sell for 50¢ SPECIAL CUT PRICE Now 39¢

## VALMOR RED CLOVER COMPOUND

MADE FROM HERBS, BARKS, ROOTS and OTHER INGREDIENT

GOOD TO THE LAST DROP

Mother Nature's Treatment—Indians got their Medicines from Mother Nature.

They gathered Herbs, Roots, Barks, and Leaves, and put these together to make Health giving remedies. Good News, for folks who may be Run-down, Weak, Grow tired too soon without suffering from any Organic or Functional Trouble. Help clear out your intestines with this Remarkable Tonic and Laxative. Help keep your System clean. Constipation often causes certain Body Poisons to enter the Blood and it is these Poisons that may give you the Misery, Red Clover Compound has a laxative action. If you want to keep your Bowels open, enjoy Better Health and attract the opposite sex by your Healthy appearance, we advise trying Red Clover Compound. Order Your Bottle NOW

No. M-722—Price.. \$1.00



Large 1/2 Pint Bottle

## VALMOR RECTAL CONES

Are you troubled with minor Soreness, Itchy minor irritation of the Rectum and Anus? Then try Valmor Rectal Cones. Insert cone according to directions. Help Reduce Pain and Itching promptly. Use this soothing astringent in internal Rectal application to Relieve minor Burning and Soreness. Order a Box and treat yourself for minor Rectal irritations.

No. M-731..... \$1.00



For Muscular Aches and Pains. Use this Soothing, Stimulating VALMOR LINIMENT. Rub on Back, Shoulders, Wrists, Knees, Legs, and Arms. Rub hard to warm up the sore strained Muscles. Men, Women, Children, Factory Workers, Cooks, Nurse Maids may at some time need this Liniment.

M-721... 50¢

**MALARO**—Helpful in the alleviation of symptoms of Chills and Fever due to Colds. Contains Quinine, which is Helpful in Malaria. When you are down with the Misery—when the symptoms of Chills and Fever due to Colds rack your whole body—Order a Bottle. Be ready when the first signs of Chills and Fever due to colds or symptoms of Malaria strikes.

M-729... 25¢

The Bible story tells about Herbs. Herbs must be good if the Bible writes about them. This Tonic contains Herbs, Roots, Barks, and other ingredients. Stop feeling low and run down due to temporary Constipation. Order your JOHN THE CONQUEROR GREAT HERB TONIC NOW!

M-730... 50¢

Agents Wanted—Write King Novelty Co. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



# HELP YOURSELF to LOVE and HAPPINESS



Long  
lasting  
fragrance

USE HI-CLASS PERFUME *Attract and Hold  
Your Loved One by Smelling Sweet and Lovely*

*He whispers to Her:*  
I LOVE YOU SINCE  
YOU'VE BEEN  
USING  
THAT  
NEW  
PERFUME

*She to Herself:*  
THIS LUCKY  
LOVIN' PERFUME  
IS MY LOVE SECRET  
— IT SURE IS GOOD



## HOLD YOUR MAN PERFUME

Keep smelling Sweet, and Help ATTRACT the man you Love. Help Hold Your Man. Help keep him around by Smelling Sweet with the use of this Perfume. Order a bottle of "HOLD YOUR MAN" Perfume.

A wonderful No. 25¢  
name for this C-112  
Sweet Odor.

## GOOD TIMES PERFUME

Extra  
strong  
perfume



We all want Good Times, fun, and popularity. Girls like Men who smell good. Men go for Girls who ATTRACT with Perfumed Sweetness. Most everybody wants to be Popular—get invited out—have Good Times and a lot of Fun. Put a Little "GOOD TIMES" Perfume on Handkerchiefs, Lips, or on your body, and help yourself to more Thrills and Happiness, by Smelling Sweet and Alluring.

No. 25¢  
C-115

## LUCKY LOVIN' PERFUME

Girls,  
Women,  
Men, Boys  
Here is the  
LUCKY LOVIN'  
Perfume

for you all. Help open the Door to Love and Happiness by keeping yourself Smelling Sweet and Alluring.

Put a few drops of

LUCKY LOVIN' Perfume on your handkerchief, clothes, lips, under arms, or behind ears, before going out on dates, parties, etc. Sweet, Lasting



## Perfume Helps in Love

Perfume has been used in all civilized ages and times by Ladies and Men to smell sweet and HELP ATTRACT their Loved One. Perfume yourself all over so when you step out Folks will notice you. Help draw friends. Have Happiness, Thrills and Good Times by smelling Sweet with LUCKY LOVIN' Perfume.

Highest  
Quality

## LUCKY JOCKEY CLUB PERFUME

Be Wise. Use LUCKY JOCKEY CLUB Perfume. A few drops lasts a long time. Real loud and strong. Passionate fragrance should be a Help in ATTRACTING the opposite sex. Get a Bottle Today. Put on handkerchief, clothing, lips, under arms or behind ears.

No. 25¢  
C-114

## LOVE ME QUICK PERFUME

Sweet  
lasting  
odor



Is your Sweetheart neglecting you? Do you crave to quick find yourself in the arms of your loved one? The strong aroma of LOVE ME QUICK Perfume seems to surround you with an air of mystic charm that may help bring Quick Action in matters of Romance and Love. So act quick. Order a bottle of this Thrilling Perfume Today. Invite Love and Romance by smelling sweet.

No. 25¢  
C-117

## Order a Bottle of Lucky Lovin' Perfume

Just look at this LUCKY LOVIN' Perfume. You should LOVE to smell it, because it has a Sweet, Thrilling, Odor. The Man and Girl in Love's Embrace on the label brings to you the Spirit of LOVE.

No. 35¢  
C-116

SEND ALL ORDERS TO **KING NOVELTY CO.** 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U.S.A.



**Sweet Georgia Brown**

# FACE POWDER

Wonderful Powder Order Now!

**ONLY 50¢**

**C-101**

**HAVE LIGHTER LOOKING SKIN**—Use SWEET GEORGIA BROWN Face Powder, and lighten the appearance of SKIN instantly. Women and Girls of tan and dark types of beauty should insist on SWEET GEORGIA BROWN, especially made to beautify Tan or Dark complexions. **SHADES:** Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brunette, Deep Pink, Flesh.

**Sweet Georgia Brown**

# ODOR-RID

Smell sweet

**For Men and Women**

Men Love Women who smell Sweet. Help get rid of Body Odor. Don't Lose Out in Love or Business because of Body Odor. Keep Sweet. Get a Jar of Sweet Georgia Brown Odor-Rid Today. Directions on every jar.



**No. C-103 50¢**

**Sweet Georgia Brown**

# PRESSING CAP

**TIE CAP on HEAD**

**GO TO SLEEP**

Throw Away Old Stocking Caps. Get a smart looking SWEET GEORGIA BROWN Hair Pressing Cap, and help keep your Hair Smooth, and well Dressed, while you sleep or rest. Fits head like a glove.

**No. C-106 50¢**



**Hair in Place**

**Sweet Georgia Brown**

# HAIR DRESSING POMADE

**FOR MEN AND WOMEN**

Slick your HAIR temporarily Straighter today Use SWEET GEORGIA BROWN Hair Dressing Pomade. Does it in one minute. Men and Boys — Make rough, tough, unruly Hair lay down smooth. Use with or without hot comb.



**HAIR DRESSING POMADE**

**ONLY 50¢**

**C-110**

**Sweet Georgia Brown**

# COCOANUT OIL SHAMPOO

Ladies, Girls, Men, Boys, even Babies must have clean HAIR first if they want their HAIR to be Beautiful. It doesn't do any good to use Pomade, Tonics, etc., on dirty HAIR. Wash your HAIR once a week with COCOANUT OIL Shampoo. See how nice your Hair looks. Just follow directions. In only one minute your whole head becomes covered with Thick, Fluffy lather which loosens up dirt, dandruff and scales.

**No. C-104... Price Only 50¢**

**Sweet Georgia Brown**

# BRILLIANTINE HAIR PERFUME

**DRESS UP YOUR HAIR**

**KEEP IT GLOSSY**

Have Brilliant, Glossy, Soft, Beautiful looking HAIR in one minute. Put a few drops of Sweet Georgia Brown Brilliantine on your Hair Brush before combing Hair. Order a Bottle Today.

**No. C-107 35¢**

**SWEET GEORGIA BROWN**

# VANISHING CREAM

Always use Vanishing Cream before using Face Powder. It acts as a foundation. Face Powder will stick better and not blow off easily. Pat a little Sweet Georgia Brown Vanishing Cream on Face, Neck, Arms, and Hands. It vanishes away in one minute. Helps prevent oily skin and shiny nose. Your Face is your Fortune. Help keep it lovely.

**ORDER BY C-102 50¢**

**FANCY JAR**

**SWEET GEORGIA BROWN**

# MAGIC PINK LOVIN CREAM

No Rouge Required. Right before you go to bed use Magic Pink Lovin Cream brightens the appearance of your Skin. If Skin is light, use a little. If Dark, use more.

**No. C-105. Price 50¢**

**Sweet Georgia Brown**

# SKIN BLEACH CREAM

Help your SKIN to look Brighter, Clearer, and alluringly beautiful. Help dark, muddy Skin. Do all you can to brighten it. Order a Jar of Sweet Georgia Skin Bleach Cream. Use it every morning and evening to Help Brighten your Complexion. Send 50¢ for a Jar. Your money back if not satisfied.

**C-109 PRICE 50¢**

**Sweet Georgia Brown**

# STRAIGHTENING COMB

with POMADE and SHAMPOO

**ALL FOR 98¢**

**SPECIAL OFFER**

**SWEET GEORGIA BROWN**

Hair Dressing Pomade ..... 50¢  
 Coconut Oil Shampoo ..... 50¢  
 Hair Straightening Comb ..... \$1.00  
 Regular Value ..... \$2.00  
**No. C-111—All For 98¢**

**SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.**



# LUCKY MOJO

Trade Mark  
Reg. U. S. Pat. Off.

Look for the  
LUCKY MO-JO HEAD

## PERFUMES TOILET WATER

FOR  
MEN  
AND  
WOMEN

MYSTIC  
LOOKING  
BOTTLE



LUCKY  
MO-JO  
JOCKEY  
CLUB  
TOILET  
WATER

4 ODORS

• MARCISSUS

• JOCKEY

• CLUB

• JICKEY

• ROSE

MAKES  
YOU  
SMELL  
SWEET  
ALL  
DAY  
AND  
NIGHT

SPRINKLE  
ON  
BODY

No. C-142 . . . Only **50c**

Made from Flower Essences and Precious Oils. A few drops in the Bath will make the Body smell Sweet. Also a little on the Bed Linen gives the room an alluring odor. Drop on clothes and handkerchiefs before going out for pleasure. Some say LUCKY MO-JO TOILET WATER Helps them in LOVE, SUCCESS and HAPPINESS. We make no claims to this effect but sell only as a High-Grade, Long Lasting, Nice TOILET WATER. Really Wonderful—Praised by All who use it.

STRONG — LOUD — LASTING  
LUCKY MOJO PERFUME

Surround  
Yourself  
with this  
Lovely  
Fragrance



SWEET  
PERFUME  
HELPS IN  
LOVE



TANTALIZES and ATTRACTS

This is the original LUCKY MO-JO PERFUME—GENUINE, Strong, Long Lasting, LOUD, Sweet Odor. A few drops will last all day. This PERFUME makes a Great Hit everywhere. Many customers tell us it's the kind of PERFUME that Helps them in LOVE and Brings them GOOD LUCK. We make no such claims but offer LUCKY MO-JO PERFUME as a Classy, Fragrant PERFUME. Take our tip and Order a Bottle right away.

No. C-143  
PRICE ONLY . . **35c**

GENUINE LUCKY MO-JO

## LUCKY MOJO SACHET POWDER



PLACE  
AROUND  
NECK

ATTRACT  
DAY  
AND  
NIGHT

WIN  
LOVE

KEEPS YOU SMELLING  
SWEET and ALLURING

VERY STRONG—We estimate this Odor as 1 drop equal to 5 lbs. Flowers. Place a little in a bag and tie around neck. Or Rub on Body each morning or before going to bed. Makes you Smell Sweet day and night. Also sprinkle a little in dresser drawers to Keep Clothes Smelling GOOD. Many say these Powders have brought them GOOD LUCK but we do not make these claims and sell only as a Highly Perfumed LOVELY SACHET POWDER. Remember ours is the Genuine LUCKY MO-JO.



No. C-144  
PRICE ONLY . . . **35c**

SEND ALL  
ORDERS TO **KING NOVELTY CO.**

2244 COTTAGE GROVE AVE.  
CHICAGO, ILL., U.S.A.



# Sweet Perfume Helps WIN IN LOVE!

The Ancients used Perfume to Attract the opposite sex. Cleopatra, the World's Greatest Vampire, never went out on a conquest without anointing herself with Perfume. Wear Perfume that Lures—that stirs the senses—that Thrills—that Awakens Love. Use Perfume and your heart should beat faster with Joy as you find Folks Admiring how Sweet you smell. Your Friends then may envy your strange, new Power.

**OIL OF LOVE**  
Perfume

**OIL OF LOVE PERFUME**—Help yourself to Win the Admiration and Attention of the one you Love. Thrill folks with this Irresistible, Alluring scent that clings, Fascinate your Loved One, Excite his Senses, Win his Affections. We make no claims that it will induce Love, but sell only as a High-Grade, Very Strong and Sweet Perfume Oil. One drop lasts for hours.  
**No. C-141—Price Only.....\$1.00**

**FOLLOW ME BOY PERFUME**—Do you want the boy Friends to follow you? If you do, then Sweet Perfume is a Help. Get yourself a bottle of "FOLLOW ME BOY" Perfume. The Odor is very Thrilling, Sweet, and Lasting. Men go for Sweet Smelling Women and Girls. Just put a few drops on your Handkerchief, Hair, and behind each Ear. Let the entrancing odor of "FOLLOW ME BOY" Perfume surround you.  
**No. C-139—One-Half Ounce.....25c**



**25c**



**ONE OZ. \$1.00**

**THRILL ME AGAIN PERFUME**—Surround yourself with the Sweet, Thrilling Fragrance of this Perfume. Then when your Sweetie takes you in his arms he may feel like never wanting to let you go. An Irresistible, Exciting, Floral scent. Use on Lips, Behind Ears, on Hair and Clothes. Help yourself to Thrill with "THRILL ME AGAIN" Perfume. 1 oz. Bottle.  
**No. C-131.....\$1.00**

**HIGH LIFE PERFUME**—Hi-Class, Big Time Perfume. Exquisite French type Odor. Just like the classy, society Folks wear. Use **HIGH LIFE** Perfume, when you step out. Folks should wonder where you got such Swell, Lasting Perfume. Treat yourself to Something Fine. You should Love it and Be Loved when you use it.  
**C-136—1/2 oz. \$1.50**  
**C-137—1 oz. \$2.75**

**1/2 oz. \$1.50**  
**1 oz. \$2.75**



**35c**

**SPANISH LOVE PERFUME**—Folks tell us that Spanish Love is Hot Love, that burns with passion and excitement. Spanish Love Perfume was created to help inspire Romance, Love, Admiration, and Affection. A very Oriental type, Mystic, Alluring Odor. Popular with Men and Women. Surround yourself with **SPANISH LOVE** exciting odor, and let its enticing fragrance help you Win Love and Romance. Bargain Price for one-half ounce of Fine Perfume.  
**No. C-132.....35c**

**LOVIN' MA-MA PERFUME**—Do you crave Love and Good Times? Men go for Sweet smelling Women. It is easy to surround yourself with a Lovely, Soothing, Lingering Odor that should make the Men Folks long to be near you. Put a few drops of **LOVIN' MA-MA** Perfume on your Handkerchief, Lips, Behind Ears, Under Arms, and on Clothes before going out. Let this Lovely, odor surround you. Help yourself in Love by Smelling Sweet.  
**No. C-133.....50c**

**50c**



**35c**

**LUCKY LULU FROZEN PERFUME**—It's NEW! Extra Strong; last- ing. State odor: Good Luck, Lookey Clio, Oriental Gardens.  
**No. C-134 Price 35c**

**ATTRACTION LOVE PERFUME**—Do you want to Attract and Hold your Loved One? **ATTRACTION LOVE** Perfume possesses an Alluring, Sweet, Lingering, Flowery Odor, that should help you in Attracting and Holding friends. We make no claims. **ATTRACTION LOVE** Perfume has Attraction Power, but sell only as a High-Grade, Fine Perfume. Your Heart should beat faster with Joy when you find Folks admiring how Sweet you smell.  
**No. C-135.....25c**

**25c**





# LUCKY BROWN PRESSING OIL BEAUTIFY YOUR SKIN AND HAIR WITH THESE LUCKY BROWN PRODUCTS LUCKY BROWN HAIR DRESSING



**25¢** **LUCKY BROWN**  
**PRESSING OIL**—Press your HAIR temporarily STRAIGHTER. Use LUCKY BROWN Pressing Oil and IRON your HAIR Smooth and Beautiful. Just do as the girl in the picture is doing. Apply LUCKY BROWN Pressing Oil to HAIR, and draw hot comb through it. Do this to the entire head of HAIR.  
**No. C-118—Price Only.....25¢**

**LUCKY BROWN FACE POWDER**  
 Brighten up the looks of your Skin — Get your Man to Love You



**ONLY 25¢**  
 Have Lighter looking Skin — Use LUCKY BROWN Face Powder. Brighten and lighten appearance of SKIN. Women and Girls of tan and dark types of beauty should insist on LUCKY BROWN, especially made to beautify Tan or Dark complexions. SHADES: Aristocratic Brown, Dark Brown, Sun Tan, Hi-Tan, Brunette, Deep Pink, Flesh.

**BEAUTIFY YOUR SKIN AND HAIR WITH THESE LUCKY BROWN PRODUCTS**



**ONLY 25¢**  
 Apply a few drops of LUCKY BROWN BRILLIANTINE and TEMPLE OIL to your HAIR and Brush into your most becoming style. Presto! Every HAIR slicked right in place. No stray Hairs to spoil your appearance. Holds Short Hairs around Temples right in place, and keeps your HAIR Glossy and Smooth all day. Fix your HAIR The Easy Wonderful Way. Get New Hair Happiness. Order Now.  
**No. C-122—Price....25¢**



**LUCKY BROWN HAIR DRESSING** temporarily Straightens Rough, Unruly, Scrumpy, Short, Stubborn HAIR. Does the work in one minute. Just rub on HAIR and Scalp—Then Brush and Comb HAIR in place. Keeps HAIR smelling real nice. Directions on can for use with or without Hot Comb. Lucky Brown goes to town. Order yours Now.  
**No. C-119—Price Only.....25¢**



**ONLY 25¢**  
**LUCKY BROWN BLEACH CREAM**  
 Brighten Dark Sallow Skin. Turn your back on complexion worries. Make up your mind right now to BETTER your looks by BETTERING YOUR SKIN. DON'T Surrender to Dark Muddy-Looking SKIN. Open the door to Romance, and Love by enjoying a Smooth, Brighter, Clearer SKIN. Try your LUCK with LUCKY BROWN Skin Bleach Cream.  
**No. C-121—Price.....25¢**



**LUCKY BROWN ROUGE HANDY COMPACT**  
 Gives Natural Pink Glow appearance to Cheeks. Bright, Gold Color Case. Mirror and Puff also. Dark Skins—Dark or Raspberry. For Medium Skins—Medium or Poppy. For Light Skins—Light or Orange.  
**ONLY 25¢** **No. C-123**



**LUCKY BROWN VANISHING CREAM**  
 Take This Beauty Tip! It's so easy to have a soft, smooth feeling SKIN if you know how—and here's where you learn. Just get a jar of this wonderful Lucky Brown Vanishing Cream. Makes a perfect foundation for Face Powder to cling to. Helps Beauty.  
**only 25¢** **ORDER BY No. C-125**



**LUCKY PINK LOVIN' CREAM**  
 Apply evenly over SKIN. Disappears instantly, leaving Brighter, Pink appearing complexion. LUCKY PINK Lovin' Cream, gives you Brighter looking SKIN in one minute. No matter how dark or black your SKIN may be, apply this Cream and make it appear Pink.  
**only 25¢** **ORDER BY No. C-126**

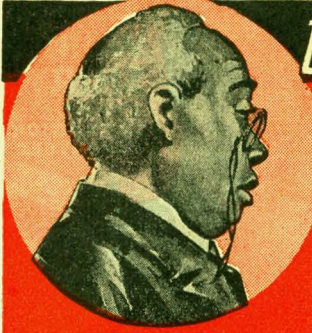


**LUCKY BROWN BEAUTY AID COMBINATION ALL FOR 98¢**  
 This Beauty Outfit consists of: Lucky Brown Face Powder, 25¢; Lucky Brown Vanishing Cream, 25¢; Lucky Pink Lovin' Cream, 25¢; Rouge Compact, 25¢; Lipstick, 25¢; Powder Puff, 10¢; Regular Value \$1.35. Save Money and get ALL for Only 98¢. It's just like getting your Lipstick and Rouge FREE of extra cost.  
**Order by No. C-127.....98¢**

**C. O. D. ORDERS**—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



# Brother JOHNSON'S Famous Medicines



**FLUSH  
OUT  
YOUR  
KIDNEYS**

## Brother JOHNSON'S HAARLEM OIL Capsules

AN OLD FASHIONED REMEDY

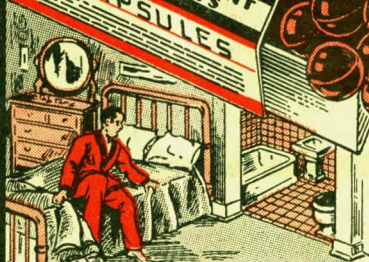
Recommended as a  
DIURETIC  
STIMULANT  
TO THE  
KIDNEYS



**Kid-  
neys  
May  
Need  
Help**

Do you suffer from broken sleep, burning bladder flow and other symptoms, often caused by inactive Kidneys?

See a physician if organic trouble is suspected. In the meantime Help your Kidneys by taking Brother Johnson's HAARLEM OIL Capsules.



**JUST  
TRY  
ONE  
BOTTLE  
1/2 PINT  
SIZE**

## Brother JOHNSON'S 4 IN 1 IRON-WINE QUININE AND CASCARA COMPOUND

**GOOD TO TAKE  
GOOD FOR YOU  
GOOD TO  
THE LAST  
DROP**

Contains Iron, Wine, Quinine, Cascara, and other Ingredients

- 1. IRON**  
Frequently used for Increasing RED BLOOD CORPUSCLES.
- 2. WINE**

Gives this Medicine a good flavor and has a mild stimulating effect.

- 3. QUININE**  
Often used for Colds, Chills, and Fevers due to Colds.
- 4. CASCARA**

Recommended for its laxative action to Move the Bowels in cases of temporary constipation.

**KEEP A  
BOTTLE  
HANDY**

Good for yourself and Good for your Family. Order your bottle NOW. Always look for Brother Johnson's picture on each bottle.

**PRICE**

No. M-729  
1/2 Pint  
Size **50¢**



### ARE YOU A SUFFERER?

If you don't feel well because of inactive Bowels or temporary constipation, be sure to get yourself a bottle of Brother Johnson's 4 in 1 COMPOUND Today.

### ARE YOU GETTING UP NIGHTS?

KIDNEY inactivity often causes getting up nights. HAARLEM OIL is recommended as a Diuretic stimulant to the KIDNEYS. Order a box of the Genuine Brother JOHNSON'S, American Type, HAARLEM OIL Capsules Today.

**ORDER BY  
No. M-728**

**PRICE  
35¢**

## Brother Johnson's Little Brown CON-THARTIC Pills

**KEEP YOUR BOWELS CLEAN**

### ARE YOU SICK AND RUN DOWN BECAUSE OF TEMPORARY CONSTIPATION?

Take Brother Johnson's CON-THARTIC Pills when you feel the need of a Laxative. Give your Bowels the help they may need.

### IS YOUR TONGUE COATED?

Give yourself this test. Look into your mirror. Look at your tongue. Is it Coated? Has it got white or yellow fuzz on it? This "Coated Tongue" condition, tired, worn out feeling, sick headaches, indigestion often come from constipation and inactive bowels.

### TRY ONE BOX

You can never tell when you may need these Pills. So try one box and see how they are.



**PRICE  
25 PILLS**

**25¢**

**ORDER A BOTTLE Now!**

**SEND ALL  
ORDERS TO**

**KING NOVELTY CO.**

**2244 COTTAGE GROVE AVE.  
CHICAGO, ILL., U. S. A.**



**LUCKY MAN  
DRESS UP  
SHIRT  
and TIE**  
Both for  
**\$1.19**

# BARGAINS for MEN

**WEAR THIS  
to CHURCH  
and PARTIES**

**EXTRA FINE  
QUALITY**

**NO EXTRA  
CHARGE For TIE**

**LUCKY MAN FANCY DRESS-UP SHIRT.** Fancy Patterns, Guaranteed Fast Color, Form Fitting Color. Beautiful Tie included with Shirt. Get BOTH and you are all ready for Church, Parties, or going out. Women admire men who wear good looking Shirts. Order your Shirt Today! Get this fine Tie without extra charge.  
**COLORS**—Blue, Green, and Tan. **SIZES**—14 to 17 Neckband. State Size and Color.  
**No. D-116—Shirt and Tie.....\$1.19**

## LUCKY WEAR NECKTIES

**25¢ EACH 3 for 50¢**

New Classy **LUCKY WEAR** Rayon Silk Neckties. Fancy assorted Patterns. Latest Stripes and Patterns in Flashy, Bright Colors. Sport some of these handsome Neckties and thrill your girl friend. You'll like them. Order your **LUCKY WEAR** Ties TODAY. Get one for 25¢ or at Special Bargain Price of 3 for 50¢.  
**No. D-118—**  
Price Each...25¢  
**Three Ties—**  
All for.....50¢

## MEN'S LUCKY WEAR SHOES

*Built for Comfort and Long Wear*



**STRONG SOLES**

## PAIR SOCKS FURNISHED WITH SHOES

Strong, Long Wearing, Dress-Up Shoes, Durable, Solid Leather Tops—Double and Triple stitched seams. Broad Cupped toe and Blucher Style for Real Foot Comfort. Special composition weatherproof soles to keep Dry. Easy walking Rubber Heels. For Long Wear, Style, and Money Saving, order **LUCKY WEAR SHOES.**  
**SIZES**—6 to 12—Wide Width. State Size.

**\$1.78**

**No. D-120**  
Pair \$1.78  
Socks Also Included

**LUCKY WEAR  
WORK SHIRT**  
**STURDY  
CONSTRUCTION  
GUARANTEED**

**DOUBLE YOKE  
ON BACK**

**BUTTONS  
ON  
POCKETS**

**JUMBO  
SLEEVES**

**TRIPLE  
STITCHED**

**69¢**

## LONG WEARING WORK SHIRT

**LUCKY WEAR** Blue Chambray Work Shirt with Jumbo Sleeves—triple stitched seams, two buttoned Patch Pockets, made Strong and made to wear long. **SIZES**—14 to 17 Neckband—State Size. **No. D-117—LUCKY WEAR WORK SHIRT.....69¢**

## LUCKY WEAR MEN'S SOX

**FANCY PATTERNS**

**19¢  
a PAIR**

High-Class, Latest Design Men's Socks. Rayon Silk and cotton combined. Re-inforced heels and toes for long wear. Rib-Knit tops fit snug.  
**COLORS**—Red, Tan, Gray, or Blue. **SIZES**—10 to 12. State Size and Color.  
**No. D-119—**  
Pair.....19¢  
3 Pairs....50¢

**3 PAIR FOR 50¢**

**RE-INFORCED  
HEELS and TOES**

## MEN'S UNDERWEAR SHIRT and SHORTS HIGH QUALITY

**TWO  
FOR  
ONE  
PRICE**

### MEN'S UNDERSHIRT

High Quality Athletic Style, Silk-like, White knitted cotton Bound. Tubular bound Neck and Armholes. Comfortable and Easy Fitting. A Pleasure to wear. **SIZES**—34-46 Chest.

### ATHLETIC SHORTS

Long Wearing, Comfortable, Cotton Broadcloth Shorts. Elastic side inserts on three button waist band. Roomy seats, strong seams, wide legs. Assorted fancy striped Patterns.  
**COLORS**—Blue, Green, Orange, Brown and Figured. **SIZES**—32 to 42 waist measure.

**No. D-121—Price for BOTH Shirts and Shorts 39¢**



**RIBBED  
COTTON SHIRT**

**BOTH 39¢**

**BROADCLOTH  
SHORTS**

**SEND ALL ORDERS TO KING NOVELTY CO., 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.**



# Save Money BUY NOW

Latest Styles!

ONLY  
**19¢**  
A PAIR



**BIG BARGAIN**

**SPECIAL VALUE:**— Full length, ringless Rayon Hose, Reinforced Heel and Toe, and stretchy welt. Good Quality. Latest Shades: French Tan (Deep Tan), Dark Brown, Light Gray, and Dark Gray. SIZES:—8½ to 10½. State Size and Shade.  
No. H-919—Pair...19¢

**2**  
pairs  
for  
**39¢**

**KNEE HIGH** Hose—Elastic garter Top. No need to roll your stockings. Rayon ringless. French Tan, Bronze Tan, Dark Brown, Gray. SIZES:—8½ to 10. H-920—2 Pairs...39¢



**KNEE LENGTH**

**PURE SILK**  
only  
**49¢**  
a pair

**KNEE HIGH**—Pure Thread Silk Chiffon, with "Elastic Garter Tops." Cruise Tan, Dark Brown, Deep Tan, Dark and Light Gray. SIZES:—8½ to 10. No. H-921.....49¢



**DRESS UP STOCKINGS**

Pure Silk Thread  
only  
**59¢** a pair



**PURE THREAD SILK**—Lacy Top Sheer Chiffon. Open back and stretchy welt—Shaped feet and ankle—Plaited French Heel and Sole for double wear. Order these **PURE SILK Dress Up Stockings**. Looks like \$1.00 Hosiery. SHADES: French Tan, Dark Tan, Copper Blush (Deep Tan), Gray Dusk (Medium Gray), Light Gray, Dark Gray. SIZES:—8½ to 10. No. H-922.....59¢

**PURE SILK BLACK HEELS**

**Very Pretty Fancy Rayon Panties.** Lovely wide ecru lace on pantie legs. Elastic waist band. COLORS:—Tea Rose and Pink. SIZES:—Large, Medium and Small. State Size and Color. No. H-927—Panties.....25¢

**EXTRA FINE Quality.** Rayon Panties. Double Rayon crotch for extra wear. Trimmed with Blue and Pink Lace and Net Applique designs. Colors:—Tea Rose and Pink. SIZES:—Large, Medium and Small. No. H-928.....39¢

**CLASSY FULL FASHIONED**

**PURE SILK**

**FULL FASHIONED**  
**69¢**

**DOUBLE SOLES**

**FULL FASHIONED**—Beautiful flawless sheer Chiffon, all Silk Hose. Ravel stop to help prevent runs. Fancy Picot edge with double Silk Garter tops. Reinforced Heels and Toes. Truly Gorgeous Dress Up Hose. Get at least one pair to wear to Special Parties. Attract attention. Shades: French Tan, Malibu Brown, Light Brown, Dark Brown, Light or Dark Gray. SIZES: 8½ to 10½. State Size and Color. No. H-925...69¢

**BOTH for 29¢**



**REAL BUY!**

**BIG SPECIAL PANTIE OFFER.** Cute Panties of Crepe Knit Rayon. Fancy mesh designs. Panties legs bound with Double Stitched Rayon Bands. Comfortable elastic waist bands. Take Advantage of this Big Bargain Offer. Get Two for One Price. Save Money when you buy from us. COLORS:—Pink and Tea Rose. SIZES:—Large, Medium and Small. State Size and Color. No. H-929—Two Pairs.....29¢

**Good Quality, Full Length.** genuine ringless, Rayon Fashion marked. Shades:—Aloha Tan, Copper Blush, Dark Brown, Light Gray, and Dark Gray. SIZES:—8½ to 10½. No. H-926 Two Pairs...43¢

**Fine Quality, Genuine** ringless Rayon—Dull Finish, Fancy Picot Top. Fashion marks. Double reinforced Sole and Heel. Shades: Light Brown, Dark Brown, Tan, Light and Dark Gray. SIZES: 8½ to 10½. No. H-924...39¢

**39¢** a pair

**2 PAIRS**  
**43¢**

**LATEST BLACK HEELS**—Beautiful Chiffon Pure Silk Sheer Hose. Mock seams. Fancy picot edge top. Reinforced Toes and Heels for better wear. Fashion marks. Makes the legs look very pretty. NEW SHADES:—Tropic Tan, French Tan (Light Tan), Dark Brown, Gray Dusk (Medium Gray), Light and Dark Gray. SIZES:—8½ to 10½. No. H-923...48¢

**SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.**



# Lovely SLIPS, UNDERWEAR, PAJAMAS BARGAIN PRICES

25¢

**RAYON LACE TRIMMED PANTIES**—Darling, Figured, Rayon Panties, Fancy wide 2 in. Lace trim around leg. Elastic waist band. **COLORS**—Tea Rose, Flesh, and Large. **SIZES**—Small, Medium, and Large. **No. H-952 Each 25¢**

39¢

**HIGH QUALITY LACE TRIMMED PANTIES**—Very Cute, Fancy Rayon Panties, Lovely Lace Trim. **SIZES**—Small, Medium, and Large. **COLORS**—Tea Rose and Flesh. **No. H-953 Each 39¢**

**CLASSY FANCY LACE TRIM**

98¢

**PRETTY LADY**

69¢

**LOVERS' DELIGHT**

69¢

**CLASSY FANCY LACE TRIM SLIP**—Stunning, Bias Cut, Lace Trimmed Rayon Slip. Four Rows of Lace trim at the bottom flounce. Lovely lace at V-shaped bodice. Adjustable straps. Elegant material. Fits Darling. Real High-Class. Order yours at this Big Bargain Price. You should love this Classy Fancy Lace trimmed Slip. **COLORS**—Tea Rose and Pink. **SIZES**—32-44 Bust. State Size and Color. **No. H-954....98¢**

**PRETTY LADY COSTUME SLIP**—Beautiful Tailored Brocade Rayon Slip. Real Rich looking. Bodice trimmed with Silk cord. Hem also neatly finished with scallops. Adjustable Shoulder straps for correct length. Wear Beautiful Undergarments and know you are correctly dressed. Order this Beautiful Pretty Lady Slip Today. **COLORS**—Tea Rose and Flesh. **SIZES**—32-44 Bust. State Size and Color. **No. H-955....69¢**

**LOVER'S DELIGHT COSTUME SLIP**—A Real Bargain! Lace Trimmed Bodice. Adjustable Shoulder Straps for correct length. Neat Scalloped hem. Double Shadow proof panel in front. Has all the Features of high priced, expensive Slips. Big Value at Bargain Price. **COLORS**—Tea Rose and Pink. **SIZES**—34-44 Bust. State Size and Color. **No. H-945 Each .69¢**

**HONEY GIRL NIGHT GOWN**

PRICE \$1.48

**HONEY GIRL NIGHT GOWN**—Fit for a Bride! Gorgeous Rayon Crepe. Rich Lace Applique Beautiful Satin Ribbon The Belt. Truly a Honey Girl Night Gown. **COLORS**—Tea Rose and Pink. **SIZES**—32 to 44 Bust. **No. H-946....\$1.48**

**WOMEN'S MUSLIN EVERY DAY SLIPS**—Fancy lace Trim Muslin Costume Slip at a Bargain Price. Lace applique at Bodice. Adjustable shoulder straps. Washes Beautifully. Wears good. Order more than one at this Bargain Price. **COLOR**—Pink. **SIZES**—34 to 44 Bust. **No. H-948.....39¢**



**FANCY BRASSIERE STYLE COSTUME SLIP**—Gorgeous Satin Rayon Costume Slip. Uplift Fancy Lace Brassiere Top. No need to buy an extra Brassiere. You have Both Brassiere and Slip for price of one. **COLORS**—Tea Rose and Pink. **SIZES**—Women and Misses—32 to 44 Bust. **No. H-950 \$1.18**



**FANCY BRASSIERE STYLE**

Amazing Bargain

Order Now

PRICE \$1.18

ONLY \$1.48

**LUCKY LULU PAJAMAS**

**LUCKY LULU PAJAMAS**—Gorgeous Rayon Crepe, Two-Piece Pajamas. Roomy elastic waist band—Graceful Trousers. Real Fancy lace trimmed top with rich looking satin ribbon running through lace eyelets, and tied with darling bows at neck line. Adorable Satin Ribbon Belt. Bargain Price for such Beautiful Pajamas. **COLORS**—Blue, Tea Rose, and Pink. **SIZES**—32 to 44 Bust. **No. H-947 Each....\$1.48**



**QUALITY RAYON BLOOMERS**—Rayon Bloomers at a Bargain! Reinforced, doublecrotch. **COLOR**—Pink. **SIZES**—Small, Medium, and Large. Big Bargain. **No. H-951 Only 29¢**

29¢

Send all orders to **KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.**



## Egyptian LOVE EARRINGS



pair  
**48¢**

Bright Gold Color finish. Long Pendants, consist of 5 Gold color Beaded strands that Gracefully swing as you move your head. Ear Knobs Attract Attention and Admiration. Looks like \$1.50 Earrings. HURRY! Order a pair of EGYPTIAN LOVE EARRINGS Today.

No. J-325—Price....48¢



**8 PIECE SET 49¢**

LOOK—8 Piece Bargain—Beautiful Simulated Pearl Necklace—Beautiful Button Earrings—3 Gorgeous, Bright colored, printed Handkerchiefs—Handy Pocket Comb, too. Also Bottle of Thrilling, Romantic, Love Dream Perfume. Alluring Fragrance. ALL 8 Pieces—Only 49c. Biggest Bargain we ever offered. Order NOW.

No. D-175—Price Only.....49¢

## FRIENDSHIP BRACELET



ONLY  
**39¢**

LATEST STYLE FRIENDSHIP BUCKLE BRACELET—Bright, Gold colored Metal. Fancy engraved effect. One inch wide. Latest, Polished, Buckle Clasp. One of the Prettiest Bracelets we ever saw. Looks very expensive. Folks should wonder where you got it.

No. J-326—Only....39¢



LUCKY LADY EARRINGS  
PAIR  
**35¢**

Gorgeous Figure of a Pretty Woman is raised on each pendant and covered with glowing glass. New, Stylish, and Beautiful. Order a pair of LUCKY LADY Earrings Today. Bargain Price.

J-327...35¢



LUCKY SWEETHEART EARRINGS  
PAIR  
**29¢**

Beautiful, Brilliant, Rhinestone set Earrings. Silver like metal. 16 Rhinestone Sets. Look like \$5.00 Earrings. Light up your whole personality, making you a "Glamour Girl."

No. J-328...29¢

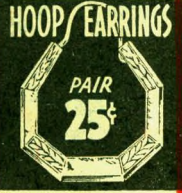


CRESCENT MOON BROOCH

ONLY  
**25¢**

Bright, Gold Color Metal Crescent Moon shape. Five Point Star at end of Crescent with 6 Brilliant, Sparkling, Blue sets. Truly a Gorgeous Brooch. Everybody is wearing a Brooch today—Be Stylish, too.

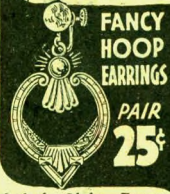
No. J-329...25¢



HOOP EARRINGS  
PAIR  
**25¢**

Popular Octagon shape Hoop Earrings. Gold color metal. Fancy engraved effect. For Pierced Ears. Earrings like these usually sell for a \$1.00. Big Bargain Catalog Price. Order these Hoop Earrings NOW.

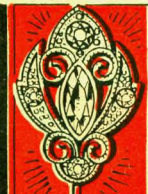
No. J-330...25¢



FANCY HOOP EARRINGS  
PAIR  
**25¢**

Latest Style Fancy Hoop Earrings—Flirtation Fan Design in Center. Beautiful all over Engraved effect pattern. Bright color metal. You should love these Earrings and win Great Praise when wearing them. Truly a Bargain. Order yours NOW.

No. J-331  
25¢



MEN'S STICK PIN  
**29¢**

STICK PIN for a Real Sport—Flashing Rhinestone set in Fancy, Silver like Filagree Metal. Sparkling, imitation Sapphire, Center. Looks like a \$150 Stick Pin.

J-332...29¢

## Bargains in Beautiful RINGS



PRETTY DINNER RING  
Set all over with Brilliant Dazzling, White Rhinestones. Gorgeous Imitation Red Ruby center. Send piece of string for size.

J-701...35¢



LADIES' RING  
Gorgeous, Silver Color Metal. Brilliant, Red, simulated Ruby sets surrounded by Sparkling Rhinestones. "Affre" with Brilliance. Send piece of string for size.

J-702...25¢



MEN'S RING  
Heavy, Engraved effect, Silver like Metal. Sparkling, Brilliant imitation 1/2 Carat Diamond. Copy of a very Expensive Ring. Send piece of string for size.

J-703...25¢



KING & QUEEN RING  
Double Head Cameo Style Ring—Imitation Cameo Ring. One Head Black, the other White, set on Amber color underlay. Silver color Metal. Send piece of string for size.

J-704...38¢



WEDDING RING  
Heavy Gold Color finish. Brightly polished. Each Ring one seamless piece. Said to be made this way so that the Wedded Bliss would never break. Send strip of paper for Ring Size.

J-705...25¢



VIRGIN MARY RING  
Raised figure of Virgin Mary with following inscription around her. "Mary Conceived without sin Pray for us who have recourse to thee." Silver Color Metal finish. Give Size.

J-706...19¢



PRICE ONLY  
**25¢**

CHARM BRACELET

Alleged LUCKY ELEPHANT CHARM BRACELET—This Charm Bracelet is made with 5 Beautiful, alleged Lucky Elephant Symbols, attached to a fancy Gold Color metal link Bracelet.

No. J-339...25¢



BEAUTIFUL RING & NECKLACE COMBINATION  
**69¢**

Ladies and Girls Look—Gorgeous Ring and Necklace Set. Fancy Square shape, Marcasite trimmed Ring. Silver like finish. Engraved effect shank. Large Amethyst color set. Necklace to match. Also Marcasite trimmed. Exclusive center. Set same as in Ring. Rich looking Chain with Safety Clasp. Send piece of string for Ring Size.

J-340...69¢



VERY PRETTY LOCKET  
**98¢**

Picture Locket and Chain—Carry the picture of your "Loved One." Place for two Pictures. Gold colored metal. Beautiful Center Set with 24 Brilliant Rhinestones.

No. J-341—Only. 98¢



7-PIECE MANICURE SET  
ONLY  
**25¢**

Nail Polish, Polish Remover, Brush to apply Polish, Emory Board, File, Orange Stick, and Cotton Roll—All neatly fitted in Beautiful, Leatherette Case. Big value! Truly a Bargain.

No. D-176...25¢



Pretty CROSS and CHAIN  
**29¢**

Beautiful, Double Style Cross and Chain. Attractive Gold color metal Cross with 16 Brilliant Rhinestones set on Black imitation Onyx Cross. Gold color metal Chain 16 inches long with Safety Clasp. Should last a life time and should win you Great Praise. Looks really pretty around neck. Order yours NOW.

No. J-342—Price...29¢

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.



**3 PIECE SET**

**ONLY 29¢ PER SET**

**2 PIECE SET**

**REAL BARGAIN 39¢**

PRETTY BRUSH and COMB SET. Lovely white color with Attractive, Bright Flowered design on Brush. Good, Strong, Stiff Bristles. Fine Quality Comb. Comes packed in lovely box. You'll enjoy smoothing your Hair in place with this Fine Brush and Comb. A Wonderful bargain.

**No. D-122 Two-Piece Set. . . . . 39¢**

**14 KARAT GOLD PLATED**

**ONLY 35¢**

**ATTRACTIVE EARRINGS AND NECKLACE SET.** Bright Gold colored finish. Lovely link necklace with attractive, fancy pendant set with imitation pearl. Blue, Green, and Red Dazzling Rhinestones. Fancy button style Earrings to match.

**No. J-286C Set. . . . . 29¢**

**PAIR 25¢**

**PRICE ONLY 19¢**

**PAIR 25¢**

**SWEETHEART NECKLACE.** Beautiful, Gold Plated Necklace with Heart shape pendant. Dainty link style with Safety Clasp. Wear this Necklace as a symbol of LOVE, or as an ornament. Wear one to please your Sweetheart, Friend, or Husband. A Real Bargain.

**No. J-287N Bargain. . . . 35¢**

**ONLY 35¢**

**FANCY BUTTON EARRINGS.** Dainty figured design. Eight, Brilliant, Dazzling Rhinestones surrounding Bright Red Brilliant. For Unpierced Ears. These Earrings are truly Beautiful. Only 35¢.

**No. J-297E 35¢ Price Only. 35¢**

**LOVELY HOOP EARRINGS.** Bright Gold colored finish. For Pierced and Unpierced ears. Very Popular and Attractive.

**No. J-288E Pair. . . . . 25¢**

**HORSESHOE BROOCH.** Set with Six Dazzling Rhinestones. Enjoy wearing this Attractive looking Horseshoe Pin.

**No. J-289P Each. . . . . 19¢**

**STYLISH HOOP EARRINGS.** Fancy attractive Hoops and Buttons. Bright Gold finish. For Pierced or unpierced ears.

**No. J-290E Pair. . . . . 25¢**

**BIRTHSTONE PIN 25¢**

**Wear the Stone of Your Birthmonth.** Each Pin is beautifully figured design. Rich looking, Gold colored Finish. Set with a large Birthmonth Stone. Order your Pin Now. Give Month of Birth.

**No. J-291P. . . . . 25¢**

**MEN'S TIE SET PRICE 29¢ PER SET**

**Men and Boys Wear This Tie Set.** Includes Silver finish metal Pin and Tie Clip. You attach the Pin to collar underneath Tie and place the clip on the shirt to hold tie in place. Order at this Bargain Price.

**No. J-292. . . . . 29¢**

**ONLY 49¢ A PAIR**

**HOOP EARRINGS.** For Pierced Ears. Rolled Gold Plate wires. Fancy octagon Pretty design. One of our most Popular Patterns. Quality Guaranteed. Look real Attractive when they flash and dangle from your Ears. Order these Beautiful Earrings Now.

**No. J-293E Pair. . . . . 49¢**

**PRICE 25¢**

**BUDDHA RING.** Mystic looking oxidized Silver finish with image of Buddha. The ancient Buddha has been worshipped as a Powerful God. Very unusual looking Ring. Wrap strip of paper around finger and send for size.

**No. J-294 25¢ Low Price. 25¢**

**ONLY 29¢**

**FANCY DINNER RING.** Sparkling, Bright Silver color metal. Set with 11 Dazzling, Brilliant Rhinestones. Looks similar to a \$300.00 Real Diamond Ring. Order yours for only 29¢. Send piece of string for finger size.

**No. J-295 29¢ Price. . . . . 29¢**

**BARGAIN ONLY 25¢**

**Egyptian Style Ring.** A magnificent, strange looking Ring. Consists of a Sheik's Head surrounded by two snakes, one with a Red Eye, and the other with a Blue Eye. Send piece of string for size. Enjoy wearing this Ring.

**No. J-298 25¢ Price. . . . . 25¢**

**PRICE 48¢**

**PEACOCK RING.** For Ladies and Girls. Rich looking oxidized. Beautiful proud Peacock. Beautiful Blue and Red Sparklers set in Peacock's tail. Wrap strip of Paper around finger and mail for size.

**No. J-296 48¢ Price. . . . . 48¢**

**BARGAIN PRICE 25¢**

**Alleged Good Luck Ring** Consists of 3 Emblems of **GOOD LUCK.** Wishbone, Horseshoe and 4 Leaf Clover. We do not claim this Ring is **LUCKY** and sell only as a Curio. Send piece of string for size.

**No. J-299 25¢ Price. . . . . 25¢**

**STICKPIN and TIE**

**BOTH for 39¢**

**Men's Neck Tie, and Horseshoe Stick Pin.** Set with 12 White Rhinestones. Latest Style Fancy Tie.

**No. D-123. . . . . 39¢**

**BIRTHSTONE RING EXTRA HEAVY**

**BARGAIN ONLY 25¢**

**BEAUTIFUL RING**

**WEAR YOUR BIRTHSTONE RING.** Beautiful Gold color Fancy Ring. Attractive engraved effect mounting set with proper stone to designate Month of Birth. Wrap piece of string or strip of paper around finger and send for size.

**No. J-40— (Give Month) . . . . 25¢**

**25¢ LADIES' DRESSING COMB**

**10¢ MEN'S POCKET COMB**

**Ladies' Dressing Comb.** Best Quality. Heavy Strong Comb. 9 inches long. Both Coarse and Fine Teeth. D-124—Ladies' Comb. . . . . 25¢

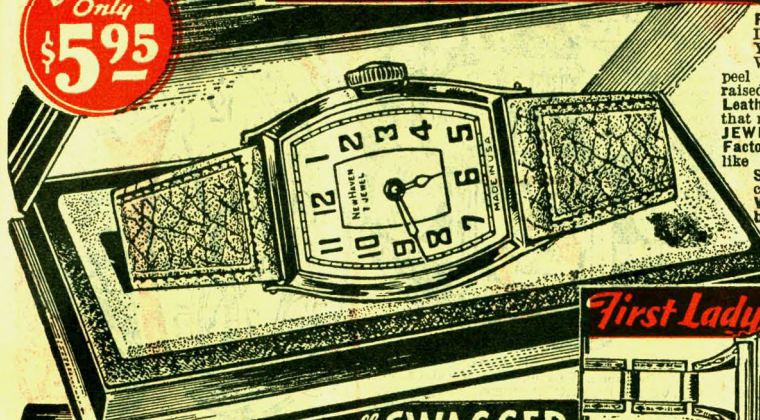
**Men's Pocket Comb.** Both Coarse and Fine Teeth. About 5 inches long. Always have well groomed Hair. D-125—Men's Comb. . . . 10¢

**SEND ALL ORDERS TO KING NOVELTY CO. 2244 COTTAGE GROVE AVE. CHICAGO, ILL., U. S. A.**



**BARGAIN**  
Only  
**\$5.95**

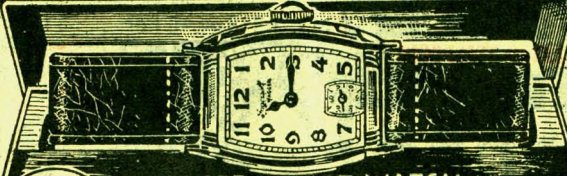
# The COUNT 7 JEWEL WRIST WATCH



Rich Looking, Men's, Heavy Gold Plate. Latest Rectangular Model. Wrist Watch. You'll like the very elegant style of this Watch. Stainless metal back, will not peel or rust from perspiration. Handsome raised letters on Fancy Dial. Tan Genuine Leather Strap with Gold color metal Buckle that matches Case. Reliable Movement. SEVEN JEWELS for accurate time. Backed by a Factory Guarantee. Packed in Gift Box. Looks like a \$50.00 or \$60.00 Watch. Order this SEVEN JEWEL Wrist Watch and feel confident you are wearing a High-Quality Watch. It's a Real Beauty—You should be proud to wear this Seven Jewel Fine watch. A Real Bargain at our low Price. Order Yours Now.

No. J-309W... **\$5.95**

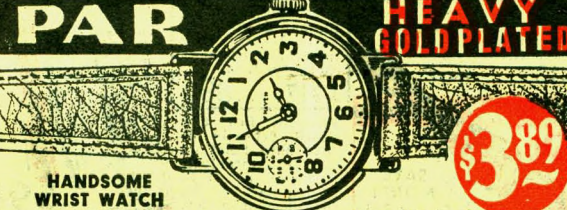
## Ingersoll SWAGGER



**\$2.39**

What a Bargain! Beautiful, Fancy, Rectangular Shape. Silver color metal. Looks like White Gold. Non-finish-able Chromium back. And Look! A Second Hand, too. Just like the real Expensive Models. Real Leather Wrist Band with Buckle that matches Case. The Biggest Bargain in a Wrist Watch we have ever seen. The Factory Guarantees it, too. Can be worn by both Men and Women. The kind of a Watch anyone should be proud to wear. If you have always longed for a Fine Wrist Watch, here's a HIGH-QUALITY Watch at a LOW BARGAIN Price. RUSH your Order for a "SWAGGER" Wrist Watch Today.

No. J-310W—Swagger Wrist Watch... **\$2.39**

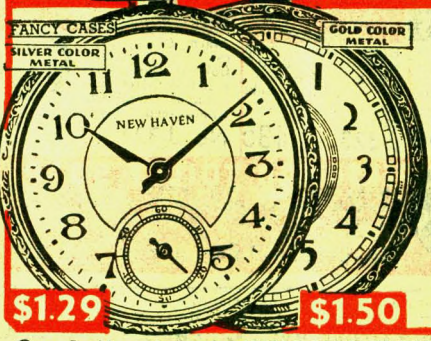


**\$3.89**

Heavy, Bright Gold Plate, Latest Style, Men's Wrist Watch. Extra Fancy Dial with Gold color letters and Silver color center. Also fancy second hand. Sporty, Light Tan Leather Wrist Strap. Folks should think you paid BIG MONEY for this Style Watch. Factory Guarantees it.

No. J-308W—Gold Plated Price... **\$3.89**

## FACTORY GUARANTEE NEW HAVEN MEN'S POCKET WATCH



A Real He Man's Watch! Keeps Wonderful Time, backed by Factory Guarantee. High - Grade Case with Fancy border. Black Hands and large numerals on Dial. Second Hand, too. Big Bargain. No. J-311WS **\$1.29** No. J-311WG **\$1.50**

**\$1.29**

**\$1.50**

## First Lady 7 JEWEL



**\$3.49**

LADIES' SIZE

HIGH QUALITY

Very Beautiful Ladies High-Quality Wrist Watch. Fancy scrolled Case, Silver color metal finish that matches the White Gold. Latest link band that matches Case with Special Safety Clasp. Attractive Black Letters on Silver color Dial. Non-Breakable Crystal. Packed in lovely Gold colored Gift Box. Attract attention with this Pretty First Lady Watch worn on your wrist.

No. J-307W—Bargain Price... **\$3.49**

## Donna 7 JEWEL



**\$6.95**

LADIES WATCH

Adorable, 7 Jewel, High-Quality, Fancy Ladies Wrist Watch. Latest Style, Fancy Shape Case. Raised Gold colored letters on Dainty Dial. Keeps Wonderful time and is really a Gorgeous Style. Every Girl or Woman should be proud to own one.

No. J-312WG—Gold color Finish... **\$6.95**  
No. J-312WS—Silver color Finish... **6.95**

## HIGH GRADE WRIST-FIT



**\$2.98**

BIG BARGAIN

Classy. Latest Model. Bright Silver color metal finish. Looks like White Gold. Extra Fancy Dial. Sporty braided 3 strand Leather Wrist Band with Safety Clasp. Wear this Watch and win Admiration and Praise.

No. J-313W—Only... **\$2.98**

## GRENADIER HEAVY GOLD PLATED



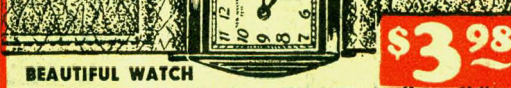
**\$5.95**

FINE QUALITY

High-Class, Heavy Gold Plate. Fit for a king. Seven Jewels to give accurate time. Non-Breakable Crystal. Light Tan. Leather Wrist Band. Sporty Men wear this Model. Dress up with this Handsome Grenadier Wrist Watch.

No. J-314W—Price Only... **\$5.95**

## YALE HEAVY GOLD PLATED



**\$3.98**

BEAUTIFUL WATCH

Latest Model, Rectangular shape, Wrist Watch. Heavy Yellow Gold plate Case. Beautiful Dial, and Expensive looking. Light Tan, Leather Strap. Can be worn by both Men and Women.

No. J-315W—Gold Plated Watch... **\$3.98**

Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U. S. A.



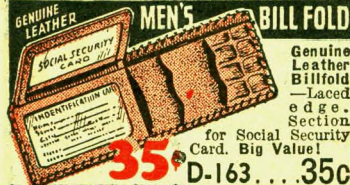
# RING and PERFUME BARGAIN FOUR WATCH OUTFIT



**BARGAIN BOTH For 39¢**



**KISS ME AGAIN OFFER—Thrilling KISS ME AGAIN Perfume and KISS ME AGAIN Ring.** Gentlemen: Show ring to your sweetheart. Ladies: Wear it and tease your boy friends. Give Ring Size.  
**No. D-161—Both..... 39¢**



**35¢ D-163... 35¢**



**Novel Rose of Jericho Perfume Ring.** Put few drops of perfume in ball of Ring. Smell sweet and Attractive.  
**No. J-319. 49¢**



**VERY FINE QUALITY**



**WHAT IS YOUR BIRTH MONTH?** Wear this Zodiac Necklace with your own Zodiac Sign. Zodiacal Reading for your Birth Date given FREE of extra charge. Give Birth Date when ordering.  
**J-316... 29¢**



**Darling COVER-ALL Apron—Bright, Flowered percale. Handy patch pocket. Guaranteed fast color.**  
**No. H-957... 23¢**



**Famous Five Point Star Hoop Earrings—Bright rolled Gold Plate Ear Wires. For Pierced Ears. Looks real pretty.**  
**J-321... 35¢**



**LOVE ME QUICK SPECIAL—Gold color finish Perfumed Earrings and Necklace, and "LOVE ME QUICK" Perfume.** Put few drops in ball of Earrings and Necklace and it will sink into center. Surround yourself with this Sweet Odor. Thrill the man friend.  
**No. D-162—All For.... 98¢**



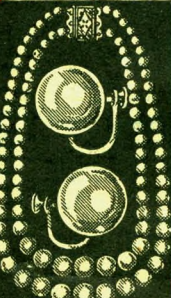
**SIX Silver-Plated Teaspoons,** with fancy design on Handles. Look like real Expensive Spoons.  
**No. D-160... 37¢**



**HAIR BRUSH Hard Bristles**  
**48¢ D-159... 48¢**



**4 PIECE WATCH OUTFIT—Guaranteed movement. Silver color Watch and Chain. Fancy Knife, and Novel Dice Charm attached to Chain. Big Bargain.**  
**No. J-318—All For... \$1.69**



**Simulated PEARL Necklace and Earring Set—Attractive 2 strand Necklace, and Beautiful Button Earrings to match. Dress up with this Set and look sweet enough to Kiss.**  
**J-317... 39¢**



**Knot of Love Design Ring—Heavy, Bright Gold metal finish. Very Novel! Very Attractive!**  
**J-320... 25¢**



**Fountain Pen and Pencil Set—14 K Gold filled Point on Pen. Mechanical Pencil to match Pen. Should last a life time. Packed in Box.**  
**D-164... 59¢**



**NOW 59¢**  
**PERFUMED TOILET SOAPS**  
**LOOK! LOOK! BIG BARS OF RAINBOW FRENCH MILLED PERFUMED TOILET SOAP—All packed in Gift Box. Biggest Soap Bargain we ever offered. Was \$1.00, now only 59¢.**  
**No. D-165—7 Bars in Box... 59¢**

**C.O.D. ORDERS—If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to KING NOVELTY CO., 2244 Cottage Grove Ave., Chicago, Ill., U.S.A.**